The Review.

Special Convention Number

December Sixteenth

1926

THE GB REVIEW

The REVIEW

Published by and for the Sales Department of The Gerlach-Barklow Company

CREATORS OF THE LINE DELUXE

Vol. XXI DECEMBER 16, 1926 No. 1

LOYALTY

Loyalty has its own reward in the knowledge of service well rendered. The loyal man or woman has never yet gone unrewarded, for there is more than worldly wealth to be gained from the supreme knowledge that we are giving our best to the institution of which we are part.

Co-operation and Service would be impossible without it. With that thought in mind, the Gerlach-Barklow Company has adopted the motto:

"We Ourselves the Better Serve
By Serving Others Best!"

How better can loyalty be promised and performed! In every transaction, in every operation, in every sale, this spirit of loyalty is expressed every day by the hundreds of men and women who comprise this great organization.

Let us adhere to that pledge of loyalty in 1927 as never before. Let us even surpass our previous twenty years of loyal service, giving our utmost to the most loyal house, both to employes and customers, in the business field today.

Two Decades

1907 — WE OURSELVES THE BETTER SERVE BY SERVING OTHERS BEST! — 1927

# of Service and Progress

1907 — 1927

Twenty Years of Growth Through Good-Will

Two decades—nearly a generation. But in that short time the Gerlach-Barklow Company has built up a business that has made its products standard in the calendar field.

During that span of twenty years, the original headquarters—a small upstairs office—has developed into the present great plant, a city block square, and the force has increased from four persons to over 1200.

What is behind such remarkable growth? Surely something more intangible than physical assets. It is Good-Will, that fundamental factor by which all constructive growth is determined.

Mr. T. R. Gerlach was asked what he considered the greatest asset of this company. He flashed, "Our customers, of course." And those customers have been held not only through superlative service and highest quality, but through the good-will engendered by those attributes of Gerlach-Barklow products.

This great human organization has never faltered in its determination to give the customer just a little more in quality and service than he expects. For that is the inevitable result of the enthusiastic service and co-operation which are integral parts of the success of the Gerlach-Barklow Company.

It comes as a surprise to many who enter the doors of this plant to witness the fine "esprit de corps" which is found in the very atmosphere. That such a large organization should not have deteriorated to the state where individuals are just cogwheels amazes them. This spirit prevails due to the unceasing efforts of the Gerlach-Barklow Company to employ only human beings. For human people must have humans about them. And the high degree of intelligent, comprehending service which the slightest request of the customer calls into play is the result.

From the lowliest laborer to the highest executive, this intangible but ever-evident spirit dominates every action. It is manifested daily in the quality of service and workmanship which fairly protrudes from every calendar or other medium produced by the Gerlach-Barklow Company.

In the face of competition that has always been of the strongest, the G-B ship, piloted by Good-Will, has mastered the seas of business. Sailing on and onward, let us devote the coming year to perpetuating that reputation, strengthening it day by day through our individual efforts.

CANADIAN PLANT AT STRATFORD-ON-AVON, ONTARIO

Our Canadian Organization

There are no more loyal people in the world than the Canadians. The "Land of the Maple Leaf" is as dear to them as America is to Americans, Brittannia to the British, or LaBelle France to her sons.

It is for this reason that Canada demands goods of home manufacture. Because we feel that this is a logical and reasonable demand, and because we have always tried to live up to the rule of service to others as the best means of serving self, in 1909 the Gerlach-Barklow Company of Canada, Ltd., a subsidiary of the parent company, was chartered in Ontario, with head offices in Toronto.

The company established its own plant for the purpose of completing all Canadian orders and transacting as much of the Canadian business as possible.

Early in 1920 the company purchased and remodeled to suit the needs of the business a factory building at Stratford, Ontario. Now, while the Canadian selling organization is directed from the home office at Joliet, all Canadian orders are executed in the Stratford plant and as much as possible of the material used is purchased in Canada.

The business of the Canadian company has grown rapidly, the per capita sales for the Dominion even exceeding the per capita sales of the parent company in the United States.

The Canadian plant, which is the only one of its kind owned in Canada by an American organization, is in charge of Mr. Gilbert F. Hall.

THE BOARD OF DIRECTORS

THE GERLACH-BARKLOW COMPANY
The Gerlach-Barklow Co. of Canada, Ltd.

THEO. R. GERLACH
President

E. J. BARKLOW
Vice President

KING H. GERLACH
Vice President

J. MacKEEVER
Vice President

J. C. FLOWERS
Treasurer

T. C. DAVIS
Secretary

F. A. HILL

K. H. BEURET

V. A. RICE

Thos. R. Gerlach

PRESIDENT

Twenty Years of Progress

By THEO. R. GERLACH

It seems but yesterday, yet it will soon be twenty years since the first move was made to organize this company, which today has an enviable record in all parts of the world. Enviable—because the business has been built on a foundation of truth and honesty in all dealings with customers, salesmen and employees. Dollars are a necessary evil, they must come with success, but the achievement of building an institution such as ours is a greater satisfaction than the dollars involved.

I can look back twenty years ago when we had one little office, about 16 feet by 18 feet, on the second floor of a down-town store building. Then I can remember when, a little later, we built our first plant with approximately 30,000 square feet of floor space, then, still later on, when we added to this 80,000 square feet of floor space; and in a few more years we built again.

This time we built a one-story building of approximately 30,000 square feet, which we felt would be sufficient for another period of five years, but in less than two years this one-story building was partially wrecked and two stories added to it, giving us a three-story concrete and steel building of approximately 90,000 square feet of floor space.

About the same time we acquired a building on the Avon River at Stratford, Ontario, of about 15,000 square feet of floor space, that we might better take care of our Canadian business; and only this year we completed a beautiful new home for a subsidiary company that will play an important part in the building of better lines for our parent company. This beautiful new building, three stories and basement, covers a block in length and adds a further 90,000 square feet of floor space.

So today the oak, which grew from a little acorn, covers a floor space of approximately 300,000 square feet, or more than seven acres, wholly devoted to the reproduction of art in its various forms.

When we opened the first office less than 20 years ago, the entire force consisted of about four people. Today our organization numbers more than 1200 people—a big, happy family who are all working with one object in view: still greater achievement.

For the greater part of this splendid success, we are indebted to our fine, loyal sales organization, always on the alert and anxious, as we are, to see a continuation of the wonderful growth which has been ours during these past 20 years.

Making a Successful G-B Salesman

By E. J. BARKLOW, Vice President

There's been disseminated such a lot of "blah" on the subject by so-called schools of salesmanship, books on salesmanship and speeches on salesmanship, that many people have an idea that selling is a mysterious process. It isn't. Selling is simply having something to sell that will benefit someone who has the price to pay for it, and offering it to him in an intelligent manner.

You have the Gerlach-Barklow line. That's something to sell which will benefit your prospect.

Your prospect is anyone who can be benefited by using something from the Gerlach-Barklow line and can afford to pay for it.

You tell your prospect about what you have to sell so he will know it is something that will benefit him.

That's just how simple selling really is.

Of course, successful selling involves certain elements which must be acquired if you don't possess them.

If you don't know why Gerlach-Barklow products will benefit your prospect, you aren't likely to sell many.

If you do know but can't tell what you know in an intelligent manner, you are badly handicapped.

If you are afraid of your prospect, it will go hard with you.

If you arouse the antagonism of your prospect, you can't sell him.

If you do not inspire the confidence of your prospect, your case is next to hopeless.

In fact, there's a lot that depends on you if you would be a successful Gerlach-Barklow salesman, and this in spite of the fact that the act of selling is so simple.

If you are a new salesman with the company—or an old salesman who feels that he is falling short of what he should accomplish—subject yourself to self-analysis. Just what are your weak points?

HERE ARE A FEW FUNDAMENTALS

Health: You cannot look well nor work well if you do not feel well. So take care of your health. Eat moderately of wholesome food. Drink plenty of water. A cool or cold bath, either shower, tub or sponge, and a brisk rub-down every morning will help to fortify your system against colds. When you go out into a cold or damp atmosphere or find yourself in a draft, take long, deep breaths. Oxygen makes heat, so take in plenty of it to combat the cold.

Personal Appearance: First impressions are important if you are to inspire confidence in yourself. Wear clothes that look well—not loud. Have them pressed and cleaned occasionally—don't look slouchy. Rusty, down-at-the-heel shoes spoil an otherwise perfect ensemble.

Know Your Line: And that means know just how it will benefit your prospect and why, and just what part of the line will accomplish the desired results. In this connection know how to tell what you know so it will be most easily understood.

Know Your Prospect: The more you know of his business, of his personality, of his territory, the better you can serve him.

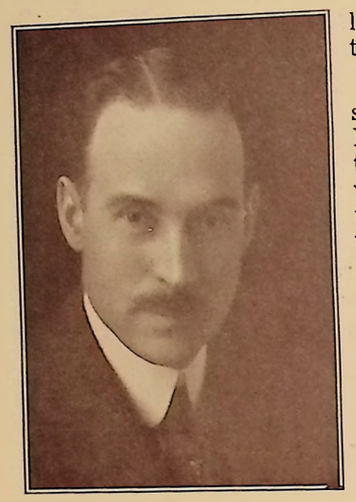
Know Your Territory: That's where your prospects are, and you must know how to reach them with the least waste motion and at the psychological moment.

Self-Confidence: Fear is the cause of more failures among would-be salesmen than any one thing, or all other things. A survey made by two groups of manufacturers disclosed the fact that 93 failures out of 100 were caused by fear. Are you timid about approaching the Big Boss? Are you afraid he will ridicule what you have to say? Are you afraid he will like your competitor's line better than yours? Are you afraid of anything? If you are, and can't overcome it, you will never have self-confidence, for self-confidence is believing in yourself, your line, your house.

When you are fully equipped with a healthy, well-dressed body, and a thorough knowledge of your line and the ability to talk about it intelligently, and a knowledge of your prospect and his business, you will have overcome the reasons for fear, and will be prepared to look any prospect in the face with, in the language of Mark Twain, the calm confidence of a Christian holding four aces, and then you'll be a successful Gerlach-Barklow salesman.

Beggar or Benefactor?

By J. C. FLOWERS, Treasurer



There is in Chicago a successful publisher who will not permit his solicitors to thank people for advertising orders.

This publisher contends that you should thank people only for favors. He considers that when anyone advertises in his magazine he is doing the advertiser a favor. Hence, if there is any thanking to be done, he feels his customers should thank him.

An extreme view, no doubt, but it suggests a thought in connection with our sales effort which I believe is worth while considering.

Do you keep constantly in mind the fact that your line for 1928 represents the result of the best and most careful thought of the best brains in our line of business?

Do you realize that in the preparation of that line nothing is spared, either in time, thought, or money to make it the very best?

And do you honestly believe that in presenting that Line, to your customers, you are offering them something the equal of, if not superior to, anything they can buy elsewhere?

Until you are firm in that belief, you cannot hope to attain success in the sale of Gerlach-Barklow advertising service.

All things in this world are relative; we occupy a superior or an inferior position in life in exact proportion to the viewpoint we have according to our own mental vision.

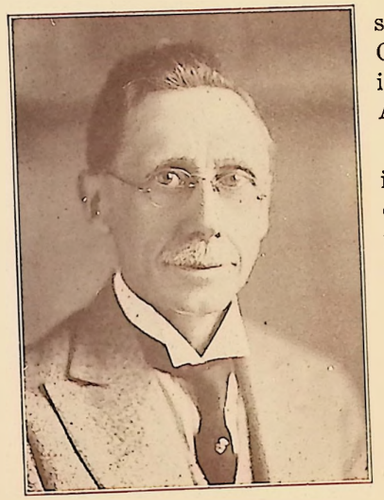
It s not my purpose to induce in any of you an egotistic attitude, but it may help boost your self-respect and your self-confidence by making a comparison of the splendid success of the big, fearless advertiser as against the little fellow who does not grasp the importance of publicity in business development. Your success or failure will likewise be in the same proportion as your appreciation of the merit in the service you are presenting and your confidence in your ability to properly place the value of this service before prospective users. As you respect yourself, so will others respect you.

Therefore, when you have thoroughly sold your company and your line to YOURSELF, you can then approach your prospect, not in the role of a suppliant for favors, but as one who has something to offer that will be of real benefit to his client.

Do not let your customers think of you as a beggar, but as a benefactor.

What Price Success

By T. C. DAVIS, Secretary



On Monday, December 27th, you will start out with the twentieth line of The Gerlach-Barklow Company, and this is in reality the beginning of our Twentieth Anniversary celebration.

That the "Anniversary" line is superior to any of its predecessors is beyond question. There are more bright "stars" in it than ever before and a far wider range of super deluxe mounts.

All of which means, then, that your opportunities are greater than ever before, and it's up to you to take the fullest possible advantage of them in order to achieve maximum success during the first few weeks of the new season. The amount of your business will be determined by the number of hours you work and the number of times you show the line. You cannot afford to waste a single moment, because after the first day or two you will begin to hear "We have already bought."

Frequently, new men become panicky or disorganized when they hear this, but if you will keep in mind that for every salesman who has preceded you, there are half a dozen more behind you, you will realize that with this line, the greatest of all lines, your chances are better than those of any competitor.

And keep in mind the fact that the big essential is to get that sample case open and SHOW a subject on every call, for, as Confucius said, "one picture is worth a thousand words."

Don't assume that because a calendar buyer has bought a certain kind of calendar that that is the only kind he will be interested in. Only too late do many salesmen discover that a competitor has sold him something entirely different and a higher priced proposition. Remember the old saying:

"It isn't so much what you pay for what you get as what you get for what you pay."

Wishing each one of you and your families a joyful holiday season and an abundance of prosperity in 1927.

A Good Getaway Means a Good Race

By K. H. GERLACH, Vice President

It is now but a few days until another memorable Gerlach-Barklow year will have passed into history. Perhaps the most gratifying and outstanding thing that everyone connected with this company can boast of is the unbroken record of yearly extraordinary achievements.

From a standing start, away back in 1907, the company has steadily forged ahead. Many things have contributed to this splendid success, of which none can be spoken of more flatteringly than the work of you men in the field.

The year just closing surpassed by a substantial margin the fine sales record you piled up last year. The closing weeks were especially gratifying, since, judged by the good business that came from all directions, there seemed to be a united effort on the part of the sales staff toward a spectacular finish.

Monday, December 27th, inaugurates a new Gerlach-Barklow year. Industrially, agriculturally, financially and in fact every other way, there is promise of good times ahead. Authorities tell us this country is right now on the crest of the greatest wave of prosperity experienced for many years.

You will be equipped with by far the strongest line in every department that the company has ever placed in the hands of its salesmen.

No salesman who has been with the company a year or more will need urging to plan his work carefully, especially during the early weeks. These men have already laid out their programs necessary to get away to a flying start. It is of the new members of the sales force that I want especially to ask for their very best efforts along these lines.

Following the Convention you will have a week or more for planning and making your engagements for the opening day and for the opening week. If any of you have a false impression that big business cannot be written in the week between the holidays, you will learn during the progress of the Convention how mistaken you are. If you will carefully lay out your program in advance, you new men should and will write a goodly volume of business on the opening day and every day of the opening week.

Since it is a matter of history that every year the sales force has turned in its greatest volume for a single week in the days immediately following the opening of a new season, every new man cannot fail to recognize the importance of this appeal. Remember that your competitors will be out and after business starting on the morning of Monday, December 27th.

We are counting on you new men to set a new standard of sales during this opening week. Place your mark at a minimum of $100 per day, then resolve to beat it as much as you can. New Year's Day with the Gerlach-Barklow Company is not a day of idleness. Business is booked in large volume on New Year's Day.

To those of you who have served the company through the year 1926 I will add my word of thanks because of the greater success that has come to the company due to your efforts. To all of you, new and old men alike, I extend my cordial greetings and sincere good wishes for a most success sales volume throughout the year ahead.

You Earn More As You Learn More

By J. MacKEEVER, Vice President

Science is in knowing a thing. Art is in **doing** it; therefore, since so much depends upon personal application of organized knowledge, a more fitting term for the profession of salesmanship would be "An artistic science," which means just as much as you can make out of it.

Many of us forget how in school days we worked and struggled to solve our difficult problems. Analyze the success of most of our sales representatives and you will find that it isn't territory, it isn't general conditions—it is applying and making use of knowledge gained through contact with and actual experience in influencing prospects and customers to use Gerlach-Barklow advertising.

The great majority of salesmen today are selling merchandise, and it is not a difficult matter for such a man to study his market on the one or two specific commodities which he carries.

But selling a high class advertising service, based on a plan or an idea, is different. To serve your client intelligently and profitably, you must know his market, his business methods, his problems. This is a big contract, as every retailer, jobber and manufacturer is a prospect.

I don't mean to imply that it takes a great scholar to make a Gerlach-Barklow salesman, but the biggest asset of the successful salesman is his accumulated knowledge of the conduct of the many lines of business with which he comes in contact.

As an illustration of my point, ask the average G-B salesman the function of a bank. If he knows his business he will clearly define the offices of a National Bank, a Commercial Bank, a Trust Company, or a Savings Bank.

Study and acquire this knowledge and you are in a position to render more efficient service, because you will know what each bank is seeking to do, and it is easily gained by your daily contact with cashiers, officers and directors of banks.

Let's all go back to school in 1927, a year which all agree is going to be the greatest business year we have ever known. If we can acquire practical knowledge of fifty to one hundred lines of business, we can materially increase our sales and our incomes.

You are the Gerlach-Barklow Company in your territory. Your success and our success is in your hands. Make this your 1927 slogan: "LEARN ONE THING EACH DAY." Let's all strive for that and there will be no question concerning your success and ours in 1927.

A Two Million Dollar Comma

By K. H. BEURET, Assistant Secretary

Fifty years ago, a misplaced comma cost the United States Government two million dollars.

In a tariff bill there was a clause enumerating articles which should be admitted free of duty. Among them were "All foreign fruit plants, etc."

The man who drafted the bill used the word fruit as an adjective, meaning fruit-bearing plants. But the clerk in copying the bill inserted a comma between fruit and plants, making the clause read: "All foreign fruit, plants, etc."

A year passed before Congress could remedy the clerk's error. Meanwhile, bananas, pears, grapes, oranges and other fruits to the value of two million dollars came into the country free of duty.

Seemingly a trivial matter—the insertion of that modest little comma—but what disastrous results it brought about.

We have never had a "two-million dollar comma," but we do suffer loss because of errors of omission and commission which occur through carelessness both here in the plant and office and in the field as well.

When these errors are discovered, we do not pass them over lightly, on the theory that "to err is human"—and let it go at that. We take them very seriously, and conscientiously try to provide new safeguards against their repetition.

Nor do we deal with our customers on the basis of the motto of royalty in the old days—that "the king can do no wrong."

No customer of the Gerlach-Barklow Company can truthfully say that he has received anything but the fairest kind of treatment from us, when he has had just cause for complaint.

Some concerns, once they get the customer's money, consider the transaction completely closed, regardless of the merit of any complaint that customer may make. That is not the Gerlach-Barklow way of doing business. We try to get the customer's viewpoint in every case of a justifiable complaint. Whether he has paid for the goods or not makes no difference with us. He is entitled to a square deal under all conditions, and we always try to give it to him.

Complaints and adjustments of every kind and character are handled in the Collection Department, which has been under my direction for the past fifteen years. We know the value of the customer's good-will, and when we say, "We ourselves the better serve by serving others best," we mean it—not only that—we back up those words with deeds.

ALBERT F. CADE
General Sales Administration

RAYMOND W. SCHULTZ
Executive Assistant

E. G. TRIPP
General Sales Administration

E. E. BARKLOW
General Sales Administration

HARRY ABEL
Purchasing Agent

C. A. MILLS
General Superintendent

A. J. STEVENS
Specials

A. C. LOGAN
Order Department

Know Your Line

By JAS. R. TALCOTT, Field Sales Manager

Whenever I am asked to contribute to the year book, I always feel I want to begin by explaining that I offer suggestions not from the standpoint of a writer or a literary critic, but simply as one salesman to other salesmen.

There is an opportunity for a salesman to build a large and profitable business in any territory with the extensive line offered by Gerlach-Barklow, if he will pay the price for success. Success comes to a comparative few because most men never learn to get their fun out of their work. Scarcely, if ever, has a man failed, no matter what his occupation, if he has put real thought plus sincere effort behind his work. There's precious little difference between success and failure, and by putting your last ounce into what you do, your success is assured.

To represent the Gerlach-Barklow Company is a big contract. The line is extensive, and requires closest application and study to enable a salesman to appreciate all the possible uses for his customers and prospects. Title leaves telling the story of each picture and a short history of the artist who painted the picture should be read and reread so that it is possible to describe the picture in an interesting and truthful way. After interviewing a prospect, a salesman should be able, by putting himself in the place of his prospect, decide what type of advertising would benefit most.

Good-will-building advertising has done more to bring a pleasant relationship between advertiser and customer than any other form of advertising, and if you believe in your line, if you believe in your house, if you believe in your territory and if you believe in yourself, nothing can stop you from becoming a success with the Gerlach-Barklow line.

Sales Organization in the Field

Fred E. Gilbert
Western Manager

P. C. Earl
Greater N. Y. Manager

A. E. Gerlach
Chicago Manager

Harry Coleman
Southern Manager

A. E. Ungerer
Southeastern Manager

Shoot Square

By A. E. GERLACH, Manager Chicago District

People everywhere are pretty much alike and I find that human beings instinctively like the salesman who is human and straightforward in his dealings.

Sharp tricks of salesmanship, alleged cleverness, methods that will not stand the broad light of day, may get you a little business and for a time you may prosper, but in the last analysis it's the square-shooter, the man who meets his fellow man face to face, looks him in the eye and tells his story, shows his goods and makes no false pretences, who makes the real success in selling.

Working a Big City

By P. C. EARL, Manager Metropolitan District

One of the favorite topics of the popular song-writer is "The Heart of the City That Has No Heart" and this theme has been sung so often that a lot of fellows are licked before they start in city territory.

The big city has a heart, just as much human nature, and just the same amount of sentiment as the little village of Hicksville; the only hard thing is to dig deep enough to find the heart.

Keep in mind that the city man is canvassed to distraction, he must necessarily have his guard up all he time; he cannot know upon first approach whether you're there to solicit a contribution to send missionaries to the floating islands of the Sargossa Sea, a hard-working gunman, or a man with a real idea to increase his business.

To succeed in the big city, keep your head, keep your optimism, keep your mind working, and keep in mind that every man on whom you call is just as anxious to see the man with real ideas as you are to get an order, but he's too busy to bother with a man who has nothing but a lot of conversation.

Ideas he wants and ideas he'll buy.

Show Good Calendars

By FRED E. GILBERT, Manager Pacific Division

There's always lots of competition for the man who sells purely on a basis of price. Think of the great competition among such cars as the Ford, Chevrolet, Dodge, Essex, Overland and Star. But do these cars affect or bother such cars as Pierce, Packard, Lincoln, Cadillac, Hup or Stutz? Not in the least. Why? Because they're not in the same class.

And that is why I always show the finest and best and highest priced samples in my sample case. You see, there are fifty calendar peddlers who can show as many varieties of cheap calendars; show the best you've got in your case and you immediately and automatically eliminate cheap competition, and the buyer whom you sell on the basis of quality and exclusiveness will be waiting for you next year, for his calendar because of its quality, elicits letters of appreciation from the recipients, and he can't afford to send anything short of the best the next year.

Dominate Your Territory

By HARRY COLEMAN, Manager Southern Division

Sometimes I'm honestly afraid you'll think that my enthusiasm concerning Jumbo Calendars is running away with me, but if every Gerlach-Barklow man knew as I know what Jumbos will do for the advertiser and what they'll do to help the salesman dominate his territory, the Gerlach-Barklow Company would be compelled to add a couple of new cylinder presses to take care of your orders.

Dollar for dollar, the Jumbo Calendar will buy more and better publicity than any other medium known to advertisers. That's a strong statement, I know, but I defy anyone to refute it.

Before you leave a prospect, whether or not you've sold him any other medium, hang a Jumbo sample on his wall, suggest a catch-line or a slogan for him, quote him the price on a limited number and get out your order book.

The Law of Averages

By A. E. UNGERER

Schools of salesmanship, inspired lecturers, aggressive sales managers, all have certain brilliant phrases, formulas, rites and incantations which if employed in selling are supposed to be the golden key that opens the iron door which leads to success in selling.

I'm for all these things, but I know from personal experience that they aren't any of them worth a darn unless they're backed up by downright hard work. I don't mean head-work only, but a conbination of head-work and foot-work.

When Adam and Eve kept shop in the Garden of Eden, a salesman by the name of Serpent called on Adam and tried to make a sale. Adam kicked him out. Was he discouraged? Not on your life. He knew all about the law of averages, so he called on Eve and came away with the name on the dotted line. That same law of averages operates just as unfailingly today, and the more people to whom you show your line, the more you'll sell.

The Bread and Butter Orders

By ALBERT F. CADE, General Administration

Once upon a time—and this isn't a fairy story either—two Gerlach-Barklow salesmen worked side by side in adjoining territories. For the sake of convenience we will call one Jones and the other Smith.

Both had been with the company the same length of time. Both could be about equally rated on the score of ability. Their territories were almost counterparts of each other.

Jones had the idea that he was a "big order" man. "Why should I fiddle around with the little stuff when I can land the big ones that will pay me a flock of commission all in one lump," he used to say, sincere in his belief and yet misguided. He would spend hours, days, and weeks in the development of one of his "big deals." There would be much figuring, a bulk of correspondence with the house, and numerous interviews consuming many hours of time. Sometimes he put them over, but more frequently it went the other way, with the result that his work for days and weeks went for naught save experience.

Smith, on the other hand, said little but sawed wood. He went after the "bread-and-butter" orders, figuring that each day owed him anywhere from $10 to $20 in commission earnings and that it was up to him to collect. He did. With six to twelve average orders a week, and business pratically every day, he found no difficulty averaging $300 to $500 in volume, the earnings on which was more than sufficient to cover his traveling and home expenses. Smith, too, landed a "big deal" now and then, and when he did it gave him the "velvet" of excess earnings.

Three years went by. Jones, still shopping for his "big deals," was living from hand to mouth. Somehow the big orders had lost some of their glamour and yet he still sniffed at the "small stuff." Before long he passed out of the picture entirely, a failure.

Smith, on the other hand, had become one the leaders of the sales organization. He had made the President's Club two successive years, was buying a comfortable home, owned a good car all paid for, his family lacked for nothing, and there was a healthy balance in his bank account. Yet he had accomplished nothing that Jones could not have done with the right kind of work and effort.

A philosopher once said that "the difference between men is not so much in ability as it is in energy." In this business of ours it is directed energy—the energy that cultivates and forms the habit of daily business. And that habit, once established spells success and all that comes with success.

So let us resolve that number of orders and business regularity will be the twin corner stones on the foundation of our 1927 business. If they are, then we can be assured of a new measure of success as a fitting celebration of the Company's twentieth birthday.

The Key Note of the 1928 Line

By U. SEELY, Manager Sales Promotion

GERLACH-BARKLOW CO.,
Joliet, Illinois.

Gentlemen:

Your man either missed me or else I missed him last year, and I had to buy my calendars off the ———————— man.

He had a lot of pretty pictures, but they didn't mean a dam thing, and I didn't have any letter to send out with the calendars and didn't get but a very few letters back.

Please tell your man to see me sure this year.

Respectfully,

G. M. T————.

That letter tells a story. A successful manufacturer, a self-made man, had distributed Gerlach-Barklow calendars for several years.

He knew how to make heat-treated steel and he knew how to make money, but he didn't know art, and so the G-B man had always made a selection for him, had told an interesting story of the picture, told it entertainingly and had suggested and prepared copy for a multigraphed letter to accompany each calendar.

Then he failed to find the buyer in on his three calls and so missed out on the order, compelling the buyer at the last hour to make a selection from a lot of "pretty pictures" that had no individuality or personality.

The buyer did the best he could—sent out his "pretty pictures"—recipients looked upon them as "just another calendar" and didn't take the trouble to acknowledge them.

Every calendar and direct advertising subject in your 1928 line has been passed on by a committee consisting of Mr. Gerlach, Mr. Barklow, Mr. Davis, Mr. MacKeever and myself.

Character, human interest, beauty, distinctiveness, heart appeal, historical interest, or some other quality that makes the picture tug at the heart-strings or bring back some happy memory of bygone days, admits a picture to your line.

Buyers do not buy calendars, they buy A CALENDAR, and if you can select one of these pictures of character and individuality, and in a dramatic manner tell an interesting story about it, your prospect will forget that it's "too early" or that he had "decided to cut out calendars this year," or any of the other usual alibis; and he'll never want to wait for your competitor.

The Why of the Special

By A, J. STEVENS

Your 1928 calendar line consists of over two thousand different combinations. Each piece has been carefully selected and created by men who have been in the industry for a quarter of a century or more. The prospect who claims that your line is not diversified is one to whom you have not efficiently shown the number of mountings and the vast number of loose prints that might be displayed in each.

Seemingly the most erroneous assumption is that it is possible to furnish any stock in any other calendar mounting. It seems to be generally understood that such an order is a special. It is by no means a special but merely a change, which in most cases is so very costly that it will not permit us to profitably accept the order.

Impress upon your prospect that each calendar you carry is special in every particular. It has had more money expended in its preliminary cost than your prospect would be willing to pay if every cent of it were charged to him. Instead this preliminary cost is distributed over hundreds of orders and thousands of calendars that will be sold of that one particular design.

Many prospects wish to lead you to believe that they can design a calendar more suitable for their business than any calendar shown in your line. They cannot—if they could they would be most profitably employed in the Designing Department of a calendar company.

Why, then, do we use the term "Special"? An order requiring considerable preliminary expense in its preparation is in a true sense a "Special." This in brief includes the following classes:

First: A customer using his own picture instead of one of our stock pictures.

Second: Calendars reproducing a customer's trademark and the background especially designed by our Art Department for his exclusive use.

Third: Same as second only incorporating one of our stock pictures.

After you have expended all of your sales efforts and are confident that your prospect will not purchase from the regular line, do not attempt to establish a selling price without first corresponding with the home office, giving us all information possible so that we may know all of the conditions that exist at your end of the line. If you find it difficult to give specifications of your prospect's special calendar—make up a rough dummy. The more information and material that you give us permits us to handle your proposition just that much more intelligently at this end.

If your prospect wishes a design calendar that is desirable for us to manufacture, then we are just as anxious to secure this business as you are and you may depend upon our close co-operation.

Why Town Sheets?

By E. E. BARKLOW

A tremendous amount of care and labor, representing an outlay of thousands of dollars every year, goes into the maintenance of our Advertising Records from which your town information sheets—"town sheets" so called—are prepared. Why?

First, because it is vitally important that you have an accurate and comprehensive outline of Gerlach-Barklow sales history in your territory if you are to work it and develop it intelligently. You must know what concerns have used G-B mediums, what they used and when they bought; you must know the names of the individuals who do the buying, how much they have been in the habit of paying and what class of subject matter they like.

You must also have all the information we can give you regarding prospective customers. It would manifestly be impossible for us to list every prospective customer in your territory, as every financially responsible concern or individual in business can profitable use one or more parts of the Gerlach-Barklow line. We do, however, try to list every well-rated concern who is reported to us to be using our form of advertising.

Finally, the records from which your town sheets are obtained also direct the distribution of our house calendars and other advertising —advertising by which we try to express our appreciation of the customer's patronage and at the same time ask for for his future business, as well as for that of other concerns who should join the G-B family. Every resource of our organization is called into play to make that advertising effective—the kind that will make and hold good-will, for the company and for you.

So it is that we do everything in our power to keep those records accurate and up to date. You want acurate and complete information; we want a live, up-to-date mailing list for our advertising—which is also your advertising.

It should not be necessary, therefore, to ask for the thorough co-operation of every member of the sales organization in making possible the proper keeping of our Advertising Records—to ask that pink sheets be mailed in immediately when you have called on all the concerns listed in any town, showing corrections and "take-offs"; that "take-off" and "put-on" memos be sent in promptly recording any changes or additions that you may later uncover. Without such co-operation, town sheets, and a great deal of our advertising, would be practically wasted effort.

But—it is through that kind of co-operation during the year just closing, that the town sheets for 1927 are in better condition than at any time in the history of the company.

Sales Bring Commissions Promises Don't

By H. E. BOWEN, Manager Foreign Dept.

Distant pastures always look like smooth-putting greens and the surging ocean looks like a peaceful pond from afar off. In the last analysis the Gerlach-Barklow salesman must sell orders rather than buy excuses or promises.

A DAILY GUIDE FOR BETTER RESULTS

If a salesman with average intelligence has plenty of ambition and is willing to proceed in his daily work along the following lines, he can be assured of successful achievement:

1. Study the title leaves of pictures with samples before you. Know your pictures and artists.

2. Know why you believe in your line. Have something definite to say in showing each picture or service.

3. Know why you believe in yourself.

4. Be able to answer the following questions about each prospect before calling on him:

   (a) Is he a manufacturer, wholesaler or retailer?
   (b) Are his customers men, women or children?
   (c) How much competition do you think he has?
   (d) What pictures or service will you show, and why?

5. Analyze the cause for each failure to sell and plan methods for overcoming each obstacle.

6. Your samples are your best arguments. ALWAYS show samples. Use push pins in presenting calendars.

7. Guard against arguing.

8. Get your prospect to talk about his business.

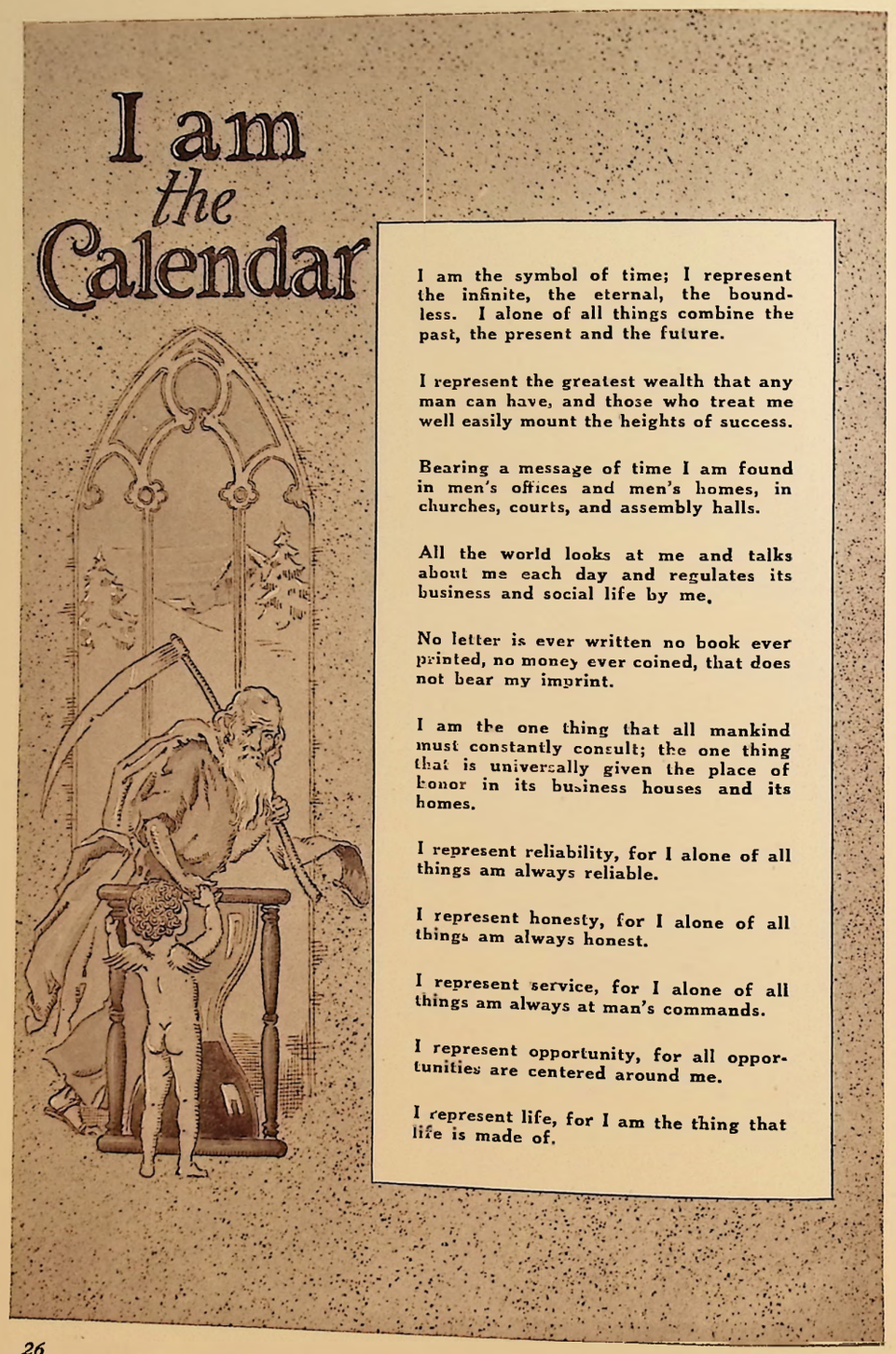
9. Use your personal and company advertising, and copies of your orders in demonstrating the worthwhileness of the services you sell.

10. Make at least twelve half-hour interviews—showing samples—each day.

11. Remember that many thousands of business men in all parts of the civilized world and under all kinds of conditions are glad of an opportunity to invest in the services you are selling.

12. Watch for every opportunity to close the sale. Sales bring commissions, but promises don't.

If a prospect tells you men in the U. S. A. or Canada that it is too early to buy in January, inform him that the Gerlach-Barklow men in Australia started selling 1928 calendars in September; in Mexico, in November; in New Zealand, early in December; in the West Indies, in November, etc. You can arrive too late to get all of a man's calendar order, but never too early if you know and show your line.



The Evolution of a Calendar

Artogravure, or offset lithography, differs from all other forms of printing in that printing is done from the impression that has been offsetted onto a rubber blanket. This process has made the greatest advancement of all the graphic arts.

It will be of interest to know that lithography came about through a chance discovery. A little over one hundred years ago, a man by the name of Senefelder, who was the founder of lithography, incidentally, discovered that some writing he had jotted down on an old ink slab gave off a reverse image on paper. After many trials and tribulations, lithography was evolved.

While the basic principle of lithography, the resistance of grease to water, is the same today as it was a hundred years ago, the photomechanical and printing presses have revolutionized the industry.

The illustrations that follow give glimpses of the successive steps required before a calendar is completed.

RAW STOCK ROOM

Here is a stored a quarter of a million dollars worth of paper stock, often staying here for months before being used in the making of calendars. In the Offset Department it goes through a further seasoning before going "on the press."

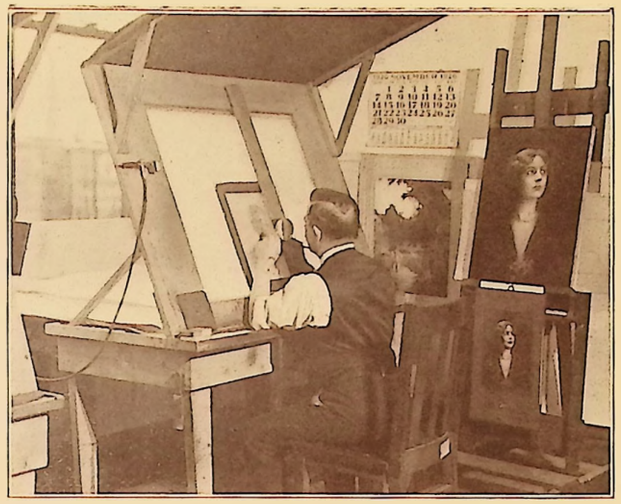
EXECUTING THE ORIGINAL PAINTING FROM LIFE MODEL

Here the artist is shown portraying the "vision" of a beautiful girl, a vision that came to her in a dream. Hence the title, "My Dream Girl."

From here on will be pictured the evolution of this beautiful "vision" into a calendar subject, via the offset method.

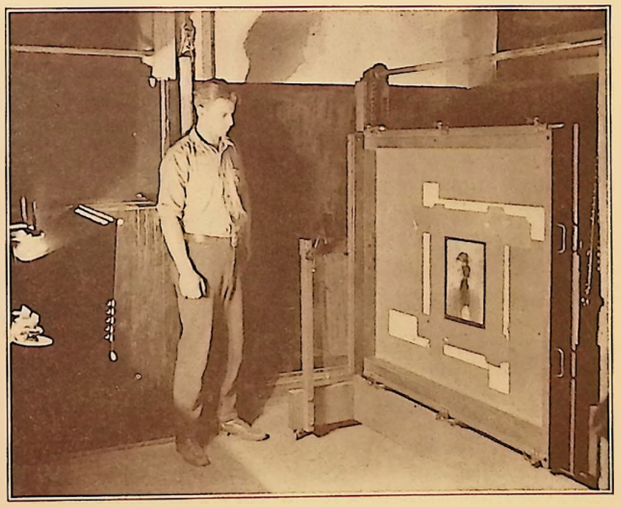
PHOTOGRAPHING THE ORIGINAL PAINTING

The painting now goes through a photographic process, where color-separation negatives are made, similar to the four-color process method. Positives are made which, when retouched, produce half-tone negatives.



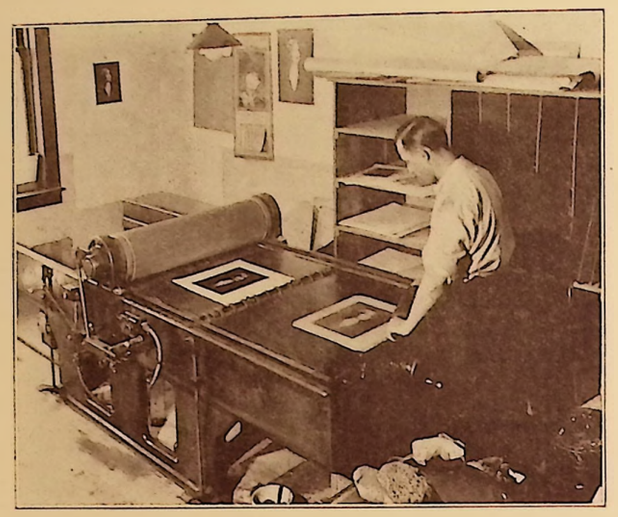
RETOUCHING THE POSITIVE

The retoucher is color-correcting the positives. Infinite care and technical knowledge enter into the correcting of these plates.



MAKING THE POSITIVE PLATE FROM THE NEGATIVE

The finished negative is being exposed to sensitized zinc, from which a positive plate results, much like your kodak print.

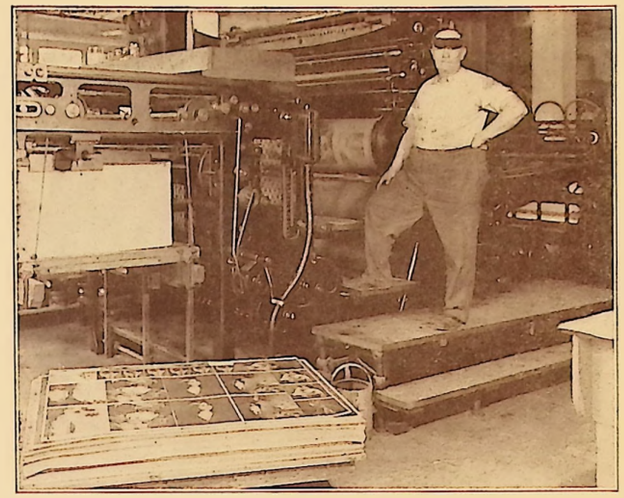


PROVING UP THE FINISHED PLATE

The plate is then proofed up in color, starting with yellow and red, and finishing with dark blue. We standardize by using six colors. Each color requires a separate plate. The proof is then corrected, and a new set of plates made for transferring.

TRANSFERRING THE ORIGINAL ONTO PRESS PLATE

The original is then transferred, in conjunction with other originals, onto a press plate, which in turn becomes the original from which we lithograph.



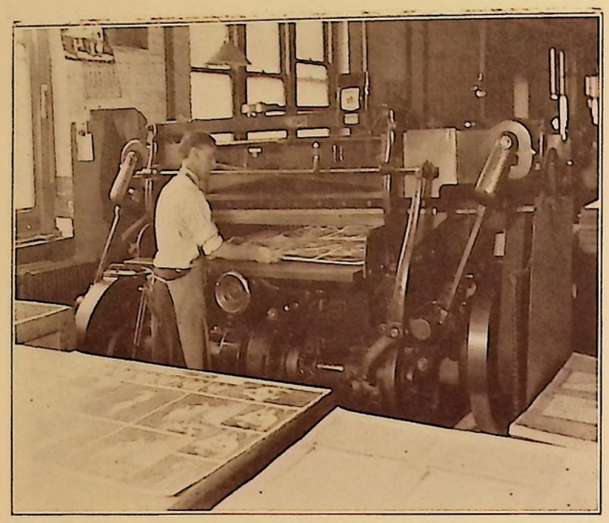
ONE OF THE BANK OF LITHOGRAPHIC OFFSET PRESSES

Here you see the press plate clamped around the cylinder of an offset press. An impression is made on a rubber blanket, from which it is offsetted onto paper.

There are five major operations in the offset process: photographing, retouching, proofing, transferring and printing. Each is a trade in itself, requiring years of training.

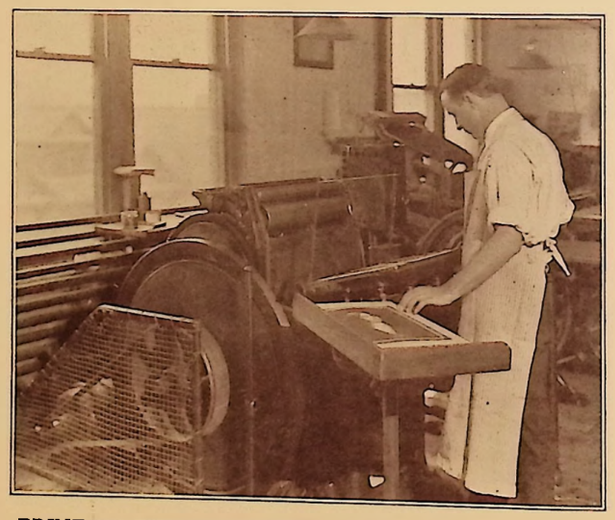
PHOTOGRAPH OF A FINISHED SHEET

Here you see a photograph of a finished press sheet, "My Dream Girl" having been run in conjunction with other pictures.



CUTTING THE FINISHED LITHOGRAPHED SHEET

The sheets are then cut according to the size of each subject, producing loose prints.



PRINTING THE CUSTOMER'S AD ON THE CALENDAR

Here the pressman is seen producing from type the advertisement which the customer has specified to be printed on his calendar.

MOUNTING THE PICTURE AND FINISHING THE CALENDAR

Now the picture is being given the finishing touches. It is now a part of a completed calendar, ready to start spreading its cheerful message of good-will to the world.

This article has given a graphic description of one of the processes which has made the Gerlach-Barklow Company the largest calendar house in the world. But the object of our entire organization lies in HOLDING that reputation.

One would think that serving the largest house of its kind under the sun and carrying the best line ever built would be sufficient in itself. But that is just another reason why we should try harder than ever during the coming year.

The only way to keep from backing up is to forget about everything but forging ahead. We must plant our foundation even more firmly through our individual daily efforts.

How to do it? Just by going out after the new customers. They don't have to be ferreted out. They are on the main streets. They are on the side streets. They are along the highways and the byways. The telephone books have complete lists of them.

Hold the old customer with high quality and enthusiastic service. But add to them the names of those new ones. In many cases they are only waiting for you to take the first step to lead them to the order blank.

Helping Jumbo Customers

By G. W. ANDREWS

The following is submitted not only to relate my own experiences, but to help the other boys and girls selling the G-B line, as it is a very good plan for the skeptical buyer of jumbos who has to be shown, especially in large cities like Portland.

Early this season I sold a plumbing and heating company 50 R2 "Between the Devil and the Deep Blue Sea," but not until I had convinced him that they would be HUNG UP in conspicuous places, such as restaurants, barber shops, stores, and on transfer corners.

The buyer told me he would buy them providing I would put them up in 50 places the first year; in other words, get the locations. I told him I would, but having had no previous experience along that line, I felt a little doubtful in spite of myself.

I decided to take one afternoon to go around and put these jumbos up, so one day last week I had a fairly good business in the morning, and as I knew I had to do this job before December 15th, I started in at 12:30 to get the locations. And, do you believe it, by 5:30 that evening I had the 50 jumbos up in the better barber shops, restaurants, coal offices and other stores. And the beauty of it was, they were all placed within a two-mile radius from the buyer's place of business.

This pleased the customer, and I know it will give him some mighty good advertising during the coming year. Furthermore, he will have these same locations each year he buys calendars from me.

It was the easiest thing I ever did. All I had to do was go into a prospective location, unroll the calendar and ask the proprietor to give us space for the coming year. "Sure," he would say. And on two occasions they grabbed the calendar out of my hand, got a step-ladder and put them up themselves while I was there.

It will pay the salesman whose jumbo sales are falling off to try this idea out. Soon he will have his share of jumbo customers. I might state, however, that it took about a million tacks, for the walls of most of these places were hollow tile, and many of the tacks would bend. But tacks come cheap.

Advertising Efficiently

No home is too fine for a high-class Gerlach-Barklow Art Calendar. Here, for 365 days, it reiterates its message of good-will and of a desire to serve.

In the office of the busy executive the Gerlach-Barklow Art Calendar finds space which could not otherwise be purchased at any price.

With production facilities doubled and trebled as an aftermath of the World War, with fuel and power problems practically eliminated, with transportation facilities greater and better than ever before, with money "easy" and credit plentiful, the selling problem is today the great factor in the success of modern business. How can selling be done most efficiently? The answer is obvious: by working out the best possible sales plan and then carefully selecting the means whereby this plan can be put into effect.

All selling methods may be quickly reduced to two general divisions: human salesmanship and printed salesmanship, or — advertising.

Likewise, all advertising methods may be easily reduced to two divisions: general publicity, which concerns itself with reaching the public, and direct or personal appeal advertising, which concerns itself with reaching certain selected individuals.

Gerlach - Barklow advertising mediums enter and embrace both of these fields. Correctly used, they enable the advertiser to reach prospects and customers in the best possible way and at minimum cost.

They offer a complete, well-rounded advertising plan—a plan that has been used by hundreds of thousands of firms in every conceivable line of business, and that can, without question, be used with equal success by practically every line of business.

Gerlach-Barklow art calendars provide an excellent means of placing the advertising message in the most exclusive homes and offices, where it will be seen and read hundreds of times, and by thousands of people, within the course of a single year.

Why I Am Sold on G-B Mediums

By MRS. K. G. BRINKMAN

The reason I am so strongly sold on Gerlach-Barklow mediums is because no matter where you show the line, people always want to buy them. They sell themselves.

I drove up to a store in a town that consists of this one store and the depot. It was just before dusk. This merchant had been using wall pockets for years and wanted to continue using them. But I made a bet with him that every woman customer he had would rise up and call him blessed when he presented them with a "Home of the Bluebird" calendar. He was not exactly agreeing with me.

Just then a long, lean, cadaverous-looking individual stepped up and said, "Young woman, I would like to speak to you outside."

I was much annoyed at the interruption, and told him I would see him presently. I finally sold the merchant and went outside. There stood my friend. He said, "Would you bring your line over to the depot? I want to look at it."

I said, "Are you in business here?" to which he replied, "Not exactly. I am the depot agent and agent for the American Railway Express Company."

So I drove over and took in my greeting case, thinking he might want to buy a Christmas card. But no—he wanted a calendar. Said he, "I just got to thinking that if I were to send out a nice calendar to the folks around here, they would know I sold express money orders, and would come here for them."

I wonder if anyone else on the sales force has sold a local agent for the American Railway Express Company. If not, here is a vast field that is being overlooked.

He told me to pick out what I thought he should have, so I selected the large de luxe "Sun-Kissed Peaks." That suited him fine. And so the order was written up. I will bet that he sells a lot of money orders this coming year, due to sending out such a nice calendar.

So just drive around and call on the folks and they will flock to buy from you. For, to repeat, Gerlach-Barklow mediums sell themselves. That is why I am sold on them.

Friends Make the Bank

By personally distributing his calendars, the banker is afforded an opportunity for a personal word and a handclasp.

A G-B Art Calendar hanging on the wall of the home reiterates the banker's good wishes and strengthens the friendship for the bank.

Only a few years ago the general public looked upon the banker as a sort of an ogre—a necessary evil—and upon a visit to the bank with about the same feelings that they would of a visit to the morgue.

And whose fault was it? The banker's.

But today all that is changed; the banker is a human being, the bank is a place with the word "Welcome" engraved on the doorstep, and the fact that we employ the services of the bank to so great an extent in our daily lives accounts very largely for our great national prosperity.

And no one factor has contributed more to bringing about this condition than has the distribution at the holiday season of fine art calendars.

The banker, if he has purchased a good calendar, is naturally proud of it and wants to hear the expressions of appreciation of the recipients; therefore, he, personally, distributes the calendar.

And the recipient of the calendar is moved to grasp the hand of the banker and wish him a Merry Christmas and a Happy New Year.

What is the natural result? The banker's human side gains the ascendency and he, in turn, expresses the same sentiment, and so the ice is broken, the recipient carries the calendar home, where hanging on the wall for 365 days, it reiterates the good wishes, strengthens the friendship for the bank, and thus performs an advertising service that no other medium could possibly do.

The Toughest Objection

By CHARLES N. BRINKMAN

TIME—January 22, 1925.
PLACE—Office of a customer.

Hero is discovered trying to sell customer a historical jumbo and is having a tough time due to the fact that the coming year is Sesqui-Centennial Year, and his customer has used the picture "Birth of Our Nation" the previous year. A rival has a dandy jumbo for Sesqi-Centennial Year, and the customer has "Birth of Our Nation" hanging on the wall.

Customer: "Don't you think, Mr. Brinkman, that I should use a subject dealing with the signing of the Declaration of Independence?"

Hero: "Certainly. In fact, my feeling along that line is so keen that I would not think of letting you use our wonderful picture of 'Washington at the Forge.' The Washington picture is undoubtedly one of the best we have ever had, but it's not the picture for you this year."

Customer: "Then you think I had better buy the other fellow's calendar, Mr. Brinkman?"

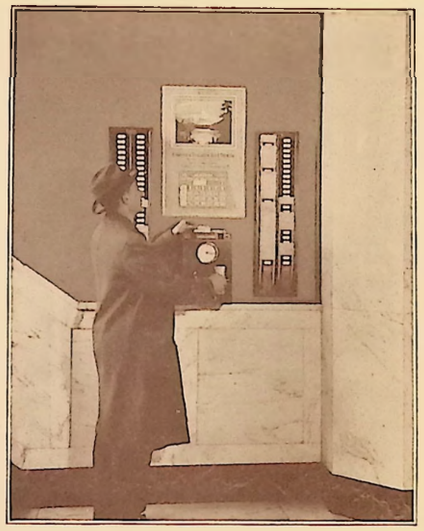
Hero: "By no means—absolutely not. What I want you to use is the very picture I am now going to hang up for a second year, for you to more strongly impress it upon those who look at it so that every time they see it they will examine it even more closely than ever before to see what it's all about. They will find that it is a wonderful study in patriotism, and they will study up some on history, and your calendar will get a lot more publicity than usual. That is what you want in a jumbo."

Customer: "But that's the same calendar I used last year, Mr. Brinkman, and it's still hanging up."

Hero: "Exactly. And that's just what I have been telling you, and I want you to use the same copy as before."

Customer: "Guess you are right at that, Mr. Brinkman. We will take the same quantity we have been using."

The Big Indoor Billboard



Another place where ordinary advertising is tabooed is in the employees' entrance to big factories and offices, yet here, as you see in the accompanying photograph, the Gerlach-Barklow calendar hangs for 300 working days of the year and tells the wage earner where he may invest his earnings, where he may make his purchases, or where he may safely be served.

The proprietor or manager of the up-to-date hotel would probably smile with amusement if you proposed to him that he let you place an advertising sign on the wall of his fine hotel lobby. Yet, even here, the Gerlach-Barklow jumbo calendar readily finds a preperred position on the wall at the cigar stand and its message is read by thousands in the course of its 365 days of service.

The jumbo calendar is one of the accepted forms of good advertising. With this medium the banker, manufacturer, merchant or service organization can buy preferred wall space at a lower price than in any other way known.

Let us, for example, compare the Gerlach-Barklow jumbo calendar—R2—with the outdoor billboard.

A regulation billboard, 12 feet high and 30 feet long in just an ordinary city or town location, costs the advertiser $360 a year. It is on the thoroughfare where traffic conditions make it imperative that passing motorists give their attention to their driving rather than to signs, and yet advertisers find it profitable.

The indoor billboard—the Gerlach-Barklow jumbo calendar—hangs in a public or semi-public place, where hundreds or thousands, according to location, may see it in the course of the year, and where it is referred to daily because of the service it renders as a calendar.

And yet this indoor billboard costs only one dollar a year. Ask any business man whether he can honestly see any comparison between investing his $360 a year in 360 G-B jumbos or in one lone billboard.

The "Not Interested" Customer

By E. B. SIERER

A certain firm in my territory used to be a regular buyer of Gerlach-Barklow mediums, but for some reason that I never discovered, my predecessor had their name taken from the mailing list.

I called on them, but they would not even let me in, saying they were not interested in anything I had to offer. Several times each year I called the president of the firm on the phone and asked him to give me a chance, but the answer was always the same.

Finally, about a month ago, he told a friend of mine what a wonderful line the Gerlach-Barklow Company had. So I got busy and phoned him again for a chance. Same old answer—"Not interested." Then I told him point-blank that I did not believe him, after what he had told my friend. Then he weakened and made a date for me to show my line the next morning.

He was there all alone, so I placed my own personal calendar on the wall, "A Light in the Window," and began trying to get him to tell me why he was sore at the Gerlach-Barklow Company.

Then for forty minutes I listened to one of the best interpretations of a customer's opinion of a calendar salesman and the house he represented. He told me of the many orders he had placed with my predecessor and how he took care of him. Finally he showed me a special blotter we had made for them and asked me to give him a price on 2400, which I did, and he gave me the order.

Then turning to my calendar case, I told him I wanted to show him a calendar, but he insisted that there was nothing doing. So I just picked out my envelopes of 10x13 prints in process and in water color, and began laying them on the desk in front of him. I asked him not to buy, but to select a print that his wife would like to have framed for herself. He didn't like any of them, so I started to pack up, when he stepped in front of my personal calendar that was hanging on the wall and said, "Sierer, that's a fine picture. If you want to give me something for my wife, give me one of those, as that is a wonderful piece of work."

Right there is where he stubbed his toe, as I sailed into him and tried to paint a word picture of what a hypocrite he was in being prejudiced against calendars. My picture must have been a good one, for he asked me to show him that same envelope of prints. I did not do it this time, instead I placed "Reflections" in a D57 mount and asked him how many personal friends of his he would like to remember on Christmas. He told me about 25, so I sold him that quantity of that number.

That night while at dinner, the telephone rang, and my customer's son was on the line. I asked him if I could come up and show him the same calendars I had showed his father, that he might select something for the members of the Lions Club. At the appointed time I was there and in twenty minutes had sold him 150 of Ransom's "Ebb Tide" in D74. Then I got out my funeral service cards and sold him 500 HG158 and 500 HG160.

This made four orders in two days from a firm that was not "not interested" for a total of over $500. They had just hypnotized themselves into THINKING they were not interested!

Early Impressions Are Lasting

There are some places where advertising—ordinary advertising, that is—cannot enter. One of these, and a very valuable space it is, is the school room. Yet, here the Gerlach-Barklow jumbo calendar finds entree and a warm welcome.

On the wall of the classroom or study the jumbo calendar impresses the message of the advertiser upon the open mind of youth, reiterates its message throughout the entire period of the school year and creates a favorable and a lasting impression.

THE DISTRIBUTION

In connection with the purchase of a jumbo calendar for distribution in the school rooms, advertisers have found the Prize Essay Plan most effective.

The method or procedure is to call on the superintendent of schools or the chairman of the board of education, or whoever is in charge of the public schools of the particular town where you desire to place the essay plan, showing your sample of the big historical calendar and securing permission to hang this in every class room, provided the advertising it carries is that of some responsible local bank, mercantile concern, business college or similar institution.

This permission is usually readily granted, then with this in your possession, you are ready to sell—not the calendar, but the complete advertising plan and the permit to hang the calendars, which permission, by the way, should be exclusive.

THE PRIZE ESSAY PLAN FOR HISTORICAL JUMBO CALENDARS

In order to add to the interest and advertising value afforded through a distribution of calendars in the schools of the community, we suggest the following plan:

For the best 100 to 250 word essay written by—

Pupils in Grades 1, 2 and 3	$2.00
Pupils in Grades 4, 5 and 6	3.00
Pupils in Grades 7 and 8	5.00

These amounts may be varied to suit the ideas of the advertiser.

This plan stimulates interest and patriotism and gains publicity of a most favorable nature for the institution. It is important, however, that the judges of the contest be disinterested persons. We suggest that the superintendent of schools or chairman of the board of education be one of the judges, that the editor of the leading local paper be another, and the mayor of the town or some other public official who is popular be the third. It is also a good plan to select a popular clergyman if possible, and, perhaps, a woman of social prominence.

The more prominent people interested, so much greater will be the publicity, and by having people of the character mentioned, any possible thought of partiality is avoided.

The essays are to be passed on by the grade teachers and each teacher presents the best one from her particular grade or grades so that the final judges are compelled to read only about twenty-four or thirty-six essays.

Following is a letter to be sent by the advertiser to each teacher after he has secured permission to conduct the contest:

LETTER TO TEACHERS

DEAR FRIEND:

Your school board has consented to a prize essay contest to be conducted in the schools of ———— on the following basis:

On the opening day of school after the Christmas vacation, we will present to your room a large and very interesting calendar entitled "————————."

This calendar depicts a thrilling scene from the history of America, painted by an artist of nation-wide reputation. Accompanying the calendar will be a title leaf which fully explains the picture. We will appreciate it if, in the interest of good citizenship, you will read this title leaf to your pupils at the time you hang the calendar on the wall, and any interesting facts which you may add from your own store of knowledge will be appreciated.

There will be three cash prizes for essays on the subject of the calendar as follows:

Pupils in Grades 1, 2 and 3	$2.00
Pupils in Grades 4, 5 and 6	3.00
Pupils in Grades 7 and 8	5.00

We are asking you to select the best from each of the grades under your jurisdiction and to forward them to Mr. ————, editor of the ———— (name of local paper).

The contest closes on January 15th and prizes will be awarded on the second Monday following.

The final judges of the contest will be as follows: ————————.

Any co-operation you may give to this contest will be greatly appreciated and we hope that one of your pupils may be the fortunate contestant.

Sincerely, ————————

* * *

LETTER TO EDITOR OF LOCAL PAPER

DEAR SIR:

With the co-operation of the board of education of ————, this institution will conduct during the first two weeks of January a prize essay contest in the local schools.

The subject of the essay will be "————————," this being the theme of the picture on our 1928 calendar, which will be hung in each school room when the schools open after the Christmas vacation.

The attached copy of a letter which will be sent to the teachers will give you a more complete outline of our plan.

We are writing to request that you serve as chief of the judges of the final outcome of the contest.

We will greatly appreciate the honor of having you serve in this capacity in collaboration with the following public spirited citizens: ————————.

None of the details of the contest will be imposed upon you, as the teachers and school board will take care of these matters, leaving to you and the other members of the court the final approval of their choice of the three essays selected.

Very truly yours, ————————.

Letters to other members of the jury may be along this line or a personal phone call will perhaps be more effective.

After gaining the co-operation of the newspaper, it ought to be possible to have notice of the contest published in the news columns. Should this not be possible, however, we suggest the insertion of a short ad.

* * *

After the close of the contest, the names of the winners and possibly those of some of the better runners-up should be published in the paper.

The newspaper will, if the editor is wise, also print the winning essays.

The strong factor in getting publicity is the fact that parents are always interested in their children and the publication of the stories of the contest arouses a community of interest which the newspaper editor immediately recognizes to be of value to his paper and on which he will be glad to capitalize.

It Always Pays to SHOW

By R. S. SIGAFOOS

On the morning of the opening day I called on the president of a large bank who for years has been a big buyer of fine calendars, although we had never done business with him. But this year, I resolved, was to be different, and I was there early with the full line.

As we were exchanging greetings, Mr. L. of Junk Co. came in and introduced himself. "I see you are busy with the G-B man," said he, "so I'll stick around until he is finished. Don't suppose you have bought from him yet, have you?"

"No, I've not," replied my prospect. "And I am sorry to have to tell you both that last week we bought all we intend to use. In fact, we really bought more than we had at first figured on. Even got our greeting cards, something we never did before. So, boys, I guess that's all until next year."

Frankly, after that speech, all I had left of my original "fishing tackle" was the "sinker," and it was sinking me fast. Mr. L. of Junk Co. must have felt the same way, for he picked up his grip and left. I just stood there, too shocked to speak. It certainly looked bad.

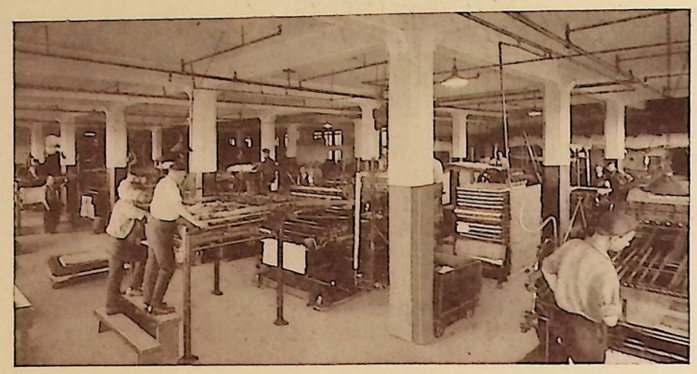
Finally consciousness returned and I decided to make as graceful an exit as possible. So I began by saying, "You might like to see the subject I had picked out for you, sir, even if you have already purchased. I really would like to know how closely your judgment coincides with mine." At the same time, I pulled out "The Home of the Bluebird" in D72.

The banker took the sample, looked at it for probably a minute, and handed it back to me. "Humph, I've got to get to the Rotary Club luncheon right away, but before I go I'll leave a note for the cashier to write the ad to go on 350 of these. You can come in and get it this afternoon. Good-bye."

I came back early, and the cashier met me with: "What did you show the boss? He certainly went wild over something after we decided not to buy any more calendars." So I again produced the sample, and the cashier fell, too. "Well," said he, "I don't blame him, and I'm mighty sorry all of our calendars aren't going to be like this."

Just as I was leaving the bank with the signed order, the president came in. As I was thanking him, he interrupted by saying, "Young man, do you know why I bought your calendar?"

I, of course, pleaded ignorance. "Well," he began, "I'll tell you. When I was a boy I used to play around a coal mine, and I spent a lot of time playing around the anvil forge in the blacksmith shop of that mine. And the old blacksmith used to tell me, 'You will never have any trouble loaning your tools if you keep them sharp.' "



Four-Color Process

The development of different processes of color reproduction has become one of the most important factors in the art calendar business, and of the several methods probably one of the most popular is the color process in which the reproduction of the design, and even the color values, are obtained by photography.

As we all know, there are only three primary colors—red, yellow, and blue—and, theoretically, if these colors are combined in proper proportions, they will produce any shade or value of color desired.

In making color process plates, the photographer makes use of color-filter or separation screens, by which screens of one color will admit only certain other color values in the picture to the negative. Thus a blue-violet screen will admit only yellows, and by changing the screens to green and red, negatives are made which contain only the red and blue values of the picture. From these negatives the printing plates are then made.

In the etching of the plates, great skill is required in order to retain the color values of the original, and much also depends on the use of the right kind of inks in printing. But with perfect plates, the right kind of inks, and the right kind of press work, the colors and designs of the original painting are exactly and faithfully reproduced.

In printing, the yellow plate is printed first. Then over it, successively, go the red and the blue plates. Finally, a black, or "toning," plate is added to retain some of the delicate effects of the original, particularly in the grays and blacks, bringing a strength and tone to the picture almost impossible to secure by the use of only three plates.

The Hardest Job I Ever Had Landing An Order

By P. H. KEBOCH

Four years ago a certain bank in my territory was a regular Gerlach-Barklow customer, but because of a misunderstanding between the salesman and the purchasing authorities of the bank, Gerlach-Barklow lost not only their business but also their confidence and their good-will.

The bank claimed to have originated an idea for the calendar to be used by them exclusively. However, the agent sold the same idea to one of their competitors, thereby losing the entire order. The worst feature in the entire transaction was the utter destruction of their confidence in the Gerlach-Barklow Company.

Two years ago I started to call on the cashier for the 1926 business, but I was unable to get even a courteous audience. My calls were kept up at frequent intervals with the determination to win back their confidence.

The time approached for ordering the Christmas merchandise for 1926. I was granted the privilege of displaying our samples and submitting prices, although I felt that I was only nominally in the contest, and that I was shown this courtesy because of my many friendly calls. Our goods were finer in quality and lower in price than those of our competitor, nevertheless we lost an order which amounted to more than $6,000.

The defeat was received with a forced smile, but there was created within me such a renewed determination to sell our line to them that I kept calling upon them, and extended my acquaintance with all the employees, and more especially the cashier. I wish to state, however, that undue familiarity was avoided, for I consider it very treacherous.

The time for the 1927 order arrived, and I am happy to say that Gerlach-Barklow Company was victorious. I am confident that my success can be attributed to persistent calling, friendly treatment, and a thorough conviction that Gerlach-Barklow products cannot be equaled in quality, nor the service rendered by the Gerlach-Barklow Company excelled.

Hand Coloring

Quality always creates its own demands of character and exclusiveness, and in color reproduction has resulted in bringing out the hand-colored or water color picture.

In some lines, ordinary photographs are hand-colored, but in recent years methods have been devised for producing photographs with almost as great a rapidity as prints from a printing press. The Gerlach-Barklow Company, however, has never been satisfied that best results can be obtained except from the hand-coloring of photogravures.

The production of the photogravure is a matter of photographing the original painting and then transferring the negative to a glass plate from which the printing is made, on a special low-geared press, to paper that takes water color paints readily.

This photogravure, in soft blacks and grays, forms the background or outline of the picture on which the hand-coloring is then laid on, much in the same way that an artist first lays out his picture on the canvas in pencil or crayon, and then applies his colors. Because of their resemblance to water color paintings, we call them water color or hand color pictures.

The coloring is done by hand and by air brush—the more delicate work, such for instance as the pearls in a string of beads, by hand, and the more general colors by air brush in which the color is sprayed by compressed air—by a group of trained artists. The result very closely approximates that of an original water color painting—in fact, so closely so that only an expert can distinguish between the original and copy.

Gerlach-Barklow water color pictures have always been noted for their beauty and artistic execution and have contributed in no small way to the reputation for quality and exclusiveness the Line de Luxe has always enjoyed.

My Greatest Aid In Selling The Line DeLuxe

By A. W. VORES

Determination! That is the greatest single aid I have found in selling the Line de Luxe.

Realizing that it is humanly impossible for any competitor to turn out a line that can equal the Gerlach-Barklow line gives me confidence and aids me more than any other factor in securing the favorable attention of my customers.

The splendid co-operation of the officials at headquarters and the wonderful ideas printed in The REVIEW each week, together with the ever-ready support of our district managers, plus DETERMINATION, make a combination that has made possible so many new accounts that I have created in the past year.

My success in securing at least one order every day I attribute to personal pride, for I think it behooves a G-B salesman—considering the class of the line he carries—to never become discouraged.

Before I started on this work I learned the fact that when Mr. T. R. Gerlach was selling calendars, he made it a rule—almost a religion—to let no day go by without writing an order, and as I want to make as great a success of my life as he has of his, I determined to adopt his rule of success.

Very often I have worked until late in the evening, refusing to quit until I secured an order, regardless of its size. Small orders I believe should not be overlooked, as they invariably lead to larger ones in time. And how they help in increasing your volume!

My aim is to make a friend of my customer by showing him that I am ever ready to help him in his business. I also make it a point to call on him for a friendly chat when I am in town.

G-B to me means "Get Busy." And that is what I try to keep doing.

Finishing Department

After calendars, mailing cards, greetings and blotters have been printed or embossed, they pass directly to the Finishing Department.

Here pictures are tipped on, pads tied or stitched according to the specifications, holes punched for hanging, cord or ribbon hangers tied on, roll calendars tinned, and pads attached. The calendars are then carefully inspected for possible imperfections of whatever nature. De luxe and art mount calendars and mailing cards are enclosed in envelopes or mailers as required, greetings are boxed, and roll calendars are either bundled up or rolled and placed in mailing tubes.

Every modern mechanical device known to the business is employed in folding, stitching, tinning, gumming, tying cords and other various operations. Pads are collected by a special machine designed and built expressly for us at a cost of many thousands of dollars and so accurately is this machine designed that if one sheet of the calendar pad fails to come through, the mechanism automatically stops and refuses to start till the missing sheet has been supplied.

Roll calendars are tinned by a big power press especially constructed for this purpose.

Mailing tubes are made here an another special machine, which produces a tube of exceptional strength and in great numbers.

Here also are made the mailing devices used on de luxe and water color calendars. This particular mailer, unlike those of other houses, is reinforced with metal, insuring the delivery of the calendar in perfect condition.

One other feature of the finishing department is a very complete mailing department where customers' calendars as well as our own are addressed, stamped and made ready for mailing.

"The Value of Good Calendars to the Manufacturer"

By J. W. WEBB

To answer this question intelligently, we must classify manufacturers according to the nature of their products and the channels of their sales.

1. The manufacturer who desires to interest a section or the whole of the general public and whose product is sold through dealers:

A Canadian manufacturer of shoepacks (a species of footwear worn by lumberjacks, prospectors, hunters, trappers, etc.) has for years used jumbo calendars distributed nation-wide but more particularly to the districts where his product is more generally in demand. The correct type of picture hung prominently in hotels, railway stations and other selected public places has given this product excellent publicity. This brand is now recognized as the leader of the Canadian trade and it is only fair to assume that jumbo calendars have helped to place it on this pedestal.

2. The manufacturer of a product sold to a particular class of customers:

Here the field is restricted and general publicity (newspapers, magazines, billboards, etc.) would mean a colossal waste. A fine calendar is infinitely more direct and economical. We shall take a concrete example. The product to be sold is, say, equipment for a paper mill or woolen mill. (This principle and condition may be expanded indefinitely.) Nearly always the individual who really influences sales is an employee—a foreman or a machine operator whom the office executive consults when ordering equipment. One of my good customers has made most effective use of a handsome water color sent to the strategic men who, he finds, prize it highly as a personal gift. A mental attitude is built up here of enormous advantage to the seller.

Another of my regular users sends one of our finest water colors direct to the executives with excellent results, expressed in his own words as follows: "I receive scores of letters expressing the highest appreciation both of my kindness in remembering my customers and my excellent taste in choice of subject and style. I really have made a reputation and I SHOULD BE AFRAID TO LET GO."

3. The manufacturer who sells through dealers:

For years, one of my best customers has sent a fine de luxe (water color and process) calendar to the wives of their dealers, and this calendar has literally become an institution. It is not exaggeration to say that these people have, to a degree, become favorably known by their

calendars. They freely acknowledge that their calendar has established a relationship between them and their customers "not entirely based on dollars and cents," to quote from a letter of thanks received from one of these customers.

A certain company dominates the Canadian market in its line. Its product is recognized as being without a peer. Its standard of excellence is quite unapproached. It would seem that this concern would have little need of advertising. And yet they began using our best water colors in 1916 and have been steady customers ever since. This year before placing his order the manager wished to satisfy himself as to the real value of his calendars. A conference with his sales representatives followed and the weight of their testimony confirmed his own belief that his calendars were much appreciated by his customers and, which is a much more productive achievement, created a mental attitude toward his company and his product which eventually meant more business.

I wish now to speak of the reflex influence of fine calendars upon the advertisers themselves. Several years ago a customer—an unusually capable manager—said to me, "Our calendars are worth what we pay for them, because they inspire our entire organization with pride and enthusiasm. We all feel a bit bigger because we distribute a calendar admired and commented upon wherever sent." A penetrating estimate of and a magnificent tribute to the business worth of a good calendar! Undoubtedly, the regular distribution of an art souvenir—a worthy specimen of the finery of handicraft—creates an esprit de corps among an organization which enhances incalculably sales effort and general efficiency.

To sum up: There are two distinct elements in advertising: publicity and good-will appeal, and for many classes of manufacturers at least a fine calendar judiciously selected and distributed combines these two elements just a little better than most other media available.

Selling a Plan

By JOHN EHLINGER

This idea has helped me in selling good calendars to furniture dealers and art shops who do picture framing:

Two years ago I had them put their ad on the back of the calendar, suggesting to the customer that if he or she wanted to keep the beautiful picture which was on his calendar, he would frame it at a reasonable cost. The new customers who bought two years ago, bought again this year on the same plan and were well pleased with the results. This year I have changed it and am having them insert a letter with the calendar, as I believe everybody will read the letter where they might overlook the ad on the back.

We Practice What We Preach

Here is a one-color half-tone illustration of the calendar which we are sending to all of our customers and to many thousand prospective customers this month.

The picture was painted by Charles Bosseron Chambers, one of the most successful delineators of feminine beauty of the present century. Mr. Chambers is the same artist who gave us the now famous "Bab" a few years ago and also painted "Joan," one of the outstanding successes of the 1927 line.

In addition to the tremendous power for building prestige and good-will exercised by this fine calendar, we usually receive approximately ten per cent of direct returns from its distribution. Is it any wonder, then, that we firmly believe in calendar advertising or that we are sincere in recommending this form of publicity to our many thousand of friends and clients?

The New DAD Line Was Planned With the Salesmen in Mind

Mr. T. C. Davis voiced our own opinion of the new DAD line when he said: "We must not only plan this line to combine art and utility, but we must keep constantly in mind the production of that which will prove easiest for the salesman to sell."

And in every feature this new DAD line measures up to those specifications.

The "Rainbow Garden of Girls" was painted by Bradshaw Crandall, one of the leading exponents of transferring the American girl to canvas, who has obliged the Gerlach-Barklow Company with twelve fine examples of his work. It is no exaggeration to say that this series of girl heads has never been equaled in any line. Judge for yourself.

"Days of Real Sport" has that peculiar, homely touch possessed only by a Ransom series. The epigrams hook up with the pictures remarkably well, making them not only appealing to every man who has enjoyed a real boyhood, but to everyone by their trueness to life.

"Mother Goose" . . . Why describe it? This colorful series by C. K. Van Nortwick, the artist who painted "In the Garden of Dreams" and "Once In a Lovely Garden," speaks for itself. No need here to even hint at the universal appeal which fairly shines from this wonderful allegorical series.

Of course, you have followed the adventures of "Beans" and "Vi" in the Saturday Evening Post. The same artist, Robert L. Dickey, has painted "Every Dog Has His Day," a series that will sound a responsive chord in young and old, men, women and children alike.

Two charming new landscape series also make their appearance—"Scenes That Are Fairest" and "Gems of Art."

Many of the new DAD mediums appear with new borders and designs, but the same idea is back of them all—to help the salesman sell. The new Class F folders, with Kiddie Epigrams, Mother Goose and Days of Real Sport printed directly on the front, offer your customers stock house organ copy on the inside pages, giving them a complete folder at a greatly reduced price. The same applies to the new Class G, which is a self-mailer. These should prove a never-ending source of orders.

The rest depends on you. The real test lies in your hands. Study the DAD line! Know it! Talk it! Sell it!

DIRECT - ADVERTISING MEDIUMS
COMBINING ART AND UTILITY

"Dear Old DAD"

By J. C. HARTMAN

A cleaner and dyer that I called on not long ago told me that all direct advertising went into the waste basket. But he did me the courtesy of making an appointment.

I arrived a little ahead of him, and took a seat by his desk. Just then the mail man brought in several letters and laid them on the desk. That gave me an idea. I got out a blotter, put it in a hole-cut envelope, stamped it and addressed it to him, and mixed it into his mail.

He came in. We talked awhile. Finally he saw his mail and ran through it. When he came to the "decoy," he dropped the rest and opened it. He frowned a little and put it back in the envelope. Then he sized it up again. Then he handed it to me and said, "Now, that's a clever idea." He thought so much of it that he wanted to know if we could get up something like it for him. I asked him if he would buy it if we could.

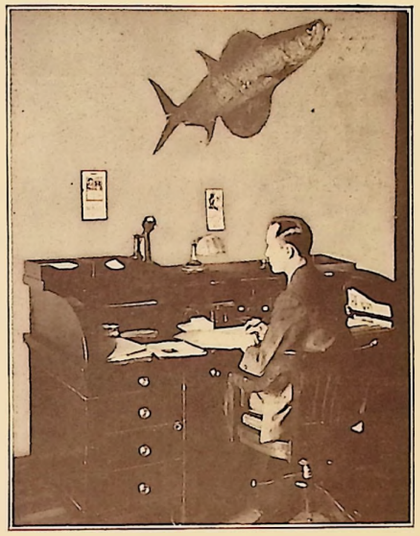
"Why not?" he said. "It's new, and that's what I want." Well, you know the rest—1000 per month and tickled to get it. For the hole-cut envelope is the ace of the DAD line. It intrigues their curiosity. And they retain the piece because it's too good to go into the discard.

Just like the dear old DAD we knew as kids, the DAD of our line is the same producer—always dependable. When everything else fails, drop back to DAD. DAD is the easiest part of the line to sell because every business man is out for more business, and it is mighty easy to make him see the possibilities of a direct appeal, especially with a dignified mailing medium.

For a few cents a week he can have 500 friendly messages in that many homes, telling his story over and over until they make the world believe in his products and swear by them.

I have been fairly successful selling DAD because I sell an IDEA with it. No buyer wants just to advertise. He wants IDEAS put on paper—with a punch! It's fun to sell DAD.

Establishing Business Friendships



Friendship is a plant of slow growth. If you doubt it, figure up how many people in your community you number among your friends. You will find that they are relatively few.

Then trace back the steps that preceded the formation of these friendships. First, an introduction — formal or informal, sought or unsought — your first impressions, your slowly awakening interest, your ripening acquaintanceship and, finally, the gradual realization of a communion of interest and fellowship, which, carefully nourished, became a mellow, lasting friendship.

Exactly the same steps occur in the making of friendships in business. First, the introduction. Second, the first impression. Third, the arousing of interest. Fourth, the trial acquaintanceship. Fifth, the lasting—binding—friendship.

This being true, what could be more important in the quest for business than to find some advertising medium that will possess as nearly as possible the "human" element—some medium that will introduce you or your goods in the most pleasing manner? And which, having performed this function, will continue its mission until lasting friendship has been created?

Gerlach-Barklow direct mail mediums —combining art and utility in the highest degree—exactly meet these requirements. They take your message into the homes and offices of people you wish to reach, and, having done that, keep it invitingly before their eyes—day in and day out, week after week — repeating over and over again your personal, friendly appeal.

And, being useful as well as ornamental, they actually compel attention and interest. During every waking hour of the day, they say to the recipient: "I am useful—use me! I am ornamental—look at me! I am interesting—examine me further! I am valuable—keep me! I am friendly—make me your friend!"

Gerlach-Barklow direct-by-mail advertising mediums over the desk of the purchasing agent, on the wall of the merchant, on the desk of the executive, make the road smooth for the coming of the salesman.

Selling DAD to the Manufacturer

By R. S. OSBURN

A knowledge of possible markets is essential in order to sell DAD to the manufacturer. Otherwise, how can we suggest a mailing list?

Take, for example, a sash and door plant.

While most every sash and door plant has a limited territory in which they sell the lumber dealers, nevertheless, there is a much larger market for their products right close to home.

If we make a trip through a sash and door plant, we can find many articles which are manufactured: buffets, staircases, screens, counters, show cases, doors, and they take contracts for building store fronts. Now we have something to work on from an advertising standpoint.

Just to say sash and door plant to the average man means very little, but if we should show him an illustration of a showcase, or store front, his interest can be more readily secured. The copywriter can write a story with human interest, which would be rather difficult to obtain with institutional copy.

Also, as the old saying goes, "Two birds could be killed with one stone," for in compiling the mailing list we find that if we direct the campaign to a business man, that same man can be interested in showcases, counters, etc., for his store as well as built-in staircases, buffets, and screens for his home.

Now we can talk a mailing list of at least 1000 instead of 200 names, which we would be forced to do if we confined our efforts to the lumber dealer only. It is a rare case when a sash and door plant can economically serve more than 200 lumber dealers, because his trade radius is limited by freight rates.

It's up to the individual salesman to suggest the proper medium to convey the message, but our Class J is splendid for the purpose.

Naturally, we are interested in selling more than sash and door plants. In fact, DAD service can be sold to manufacturers in many different lines, but we must be willing to study about the markets and the products of each line that we expect to serve.

Reaching the World's Biggest Buyer

G-B mailing cards and blotters on the desk of the world's biggest buyer.

The woman in the home spends three-fourths of the world's money.

Our food, our furniture, women's and children's apparel, more than half of our automobiles, three-fourths of our residential real estate, and countless other items, are purchased or the purchase influenced by the wife and mother.

She is a busy woman, a discriminating buyer, appreciative of quality and service.

The advertiser who can place his advertising where it is constantly before her and in such an attractive form that it will remain there for a whole year, rather than just for a few days, has a tremendous advantage over his competitor.

A G-B art calendar in the workshop of the world's biggest buyer.

Gerlach-Barklow art calendars readily find a place in the home of the busy housewife. Gerlach-Barklow monthly mailing cards and Gerlach-Barklow art blotters find their way to her desk, and they carry the message of the advertiser to the world's biggest buyer in an attractive and insistent manner which gets results.

No progressive merchant can afford to ignore the housewife.

Why I Consider the Life Insurance Man a Good Prospect

By ISIDOR SIEGEL

Believe it or not, Gerlach-Barklow have the best advertising in the country for life insurance salesmen. That is why I consider the life insurance man a good prospect.

Gerlach-Barklow mediums make friends. We all know that a life insurance man to be any kind of a success must make friends, too. Well, our advertising is made to order for him.

How do I sell them? That's no trick. I sell one out of every three audiences. I am no magician, nor do I carry a gun.

I probably work differently from the average in this respect. I bawl them out and they like it. But, of course, that must be done diplomatically. Sometimes I have been led to the door and told to stay out because I was not diplomatic enough.

Every life insurance man receives advertising from his company. It does not cost him a cent. But they leave out of that advertising a major factor. If the life insurance man left it out of his sales talk he would fail 99 times out of 100 in selling his prospect. That factor is HUMAN APPEAL.

Again I say our advertising is made to order for the life insurance man. Pick up any piece of our insurance advertising and judge for yourself.

Now, the most important thing to give the life insurance man is a PLAN. Tell him to WORK this plan or not buy the advertising. Tell him he is lazy, for he knows it. His manager tells him that if he will make more calls he will secure more business. Nothing is farther from the truth. IT IS NOT HOW MANY CALLS A SALESMAN MAKES, BUT HOW HE MAKES THEM.

If he selects 300 worth-while prospects to call upon (one call a day—300 calls a year) in his usual way of working, sending a monthly calendar each month to these 300 people and following them up with personal calls—if he cannot secure a policy a month to pay for that service he might as well get out of the insurance business. Tell him that the calendars will give him an incentive for making the follow-up calls. Tell him that he can secure more than one policy a month with this plan, but there is no need for you to exaggerate your proposition.

That's all—there is no more. If I can do it, there is no reason why the rest of you cannot do as well.

Anybody Can Use Dad

By E. C. SLOWTER

I think that DAD is one of the best parts of our line with which to create new business, for most every business can use DAD in a constructive way, no matter if it be a manufacturer, wholesaler, retail store or a firm that has only a service to sell.

Most of them have only a certain class or number of prospects whom they can serve. I firmly believe they cannot find a better way to get their message to their prospects than by direct-by-mail, and G-B mediums are best suited to their needs. Take, for example, a drug store, meat market, or grocery store. The bulk of their business comes from within a short radius. Competing stores and chain stores are after the same business and, no doubt, most all are using hand-bills, etc. Sure they help some—that is, the ones that are read—but the most of them are swept out or find their way direct to the waste basket, their advertising and good-will value gone. In fact, one resents having the place littered up with them. Compare that with receiving DAD from a wide-awake merchant. It already has your attention. Open and find an attractive G-B medium with perhaps a baby picture smiling at you! Or a scene that pleases and brings pleasant memories to your mind! You are in a receptive mood and willing to read the message it carries. You feel kindly towards the sender, and the follow-up of the G-B good-will-building mediums will make his store stand out above the ordinary.

DAD can be used by most firms in an advantageous way if we will but go to them with a definite, commonsense plan and show them how they can use it. The plan is where many of us fall down. We try to gather fruit from trees without live roots.

DAD is reciprocative, too. You cannot sell an order of DAD without gaining more than just commission. You get new ideas and thoughts that help you with your next sales talk. While talking to a grocer about DAD I got an idea that helped sell him, and it will help me sell others. A merchant spends a good sum of money in a year's time for hit-and-miss advertising without any definite aim. For the same money —and sometimes for even less—he can have a real honest-to-goodness good-will-building campaign of 300 Class S-1 house organs a month, complete with twelve changes of ads on the back, envelopes, mailing service and stamps, for a little over six dollars a week. Doesn't that beat the hit-and-miss kind?

DAD is right, the mediums are right, the company back of them is right. And The REVIEW is full of good ideas. Let us get better acquainted with our DAD and make 1927 the best year ever.

Every time we sell DAD we grow a little.

Why Manufacturers Should Use DAD

By J. R. WOOD

The manufacturer today, to achieve success in the highest sense, should keep in constant contact not only with those whose names are on his books at the moment, but also with those whose names he wishes to have appear on his books in the future. In other words—prospective dealers or customers.

To obtain this contact, some message should be sent to these names regularly, preferably every month, sometimes every two weeks, in rare cases every two or three months, according to circumstances and conditions. The object of these messages is to engrave indelibly upon the mind of the recipient the name of the manufacturer and the names of his products.

These messages create and sustain confidence in the manufacturer and in his products, for all successful business is based on confidence. They help the salesman, especially in calling on prospects, inasmuch as confidence has been partly, if not fully, established through these mediums. They also help the salesman for the reason that the printed message is read generally at a time of leisure, and some point or points of it are retained, and although the salesman may repeat all or a portion of the message, this repetition certainly would help and not hinder.

Again, a salesman may make a truthful statement regarding the product which might be accepted with "a grain of salt," but which would be accepted without question if it was incorporated in the message sent by the manufacturer, for no manufacturer is going to deliberately make a misstatement in his advertising. Also a message sent at regular intervals unconsciously creates in the mind of the recipient the thought that his business is, or would be, appreciated; that the manufacturer thinks enough of his business, or of the prospects of obtaining his business, to remember him throughout the year.

The medium for the manufacturer to use should contain some unselfish matter, something that would interest the recipient aside from the product, and preferably have a retentive value.

The G-B mediums, with their art subjects, date plate, and in some cases unselfish, humorous and serious printed matter, cover these points, thereby making them the ideal medium for every manufacturer to use—to create confidence, to help salesmen, to give a "thank you" for business, and to acquaint prospects with the merits and advantages of owning their product.

"Home Sweet Home" Series

Everyone who has had the pleasure of viewing this beautiful new home series has pronounced it the best that has ever graced the Gerlach-Barklow line.

Nick Osburn took us at our word and wrote a $1600 order with its assistance.

Endorsed by the American Face Brick Association, this series is sure to meet with favor among brick manufacturers and dealers, as well as contractors, plumbers, building material men, etc.

DAD Gets Results

By A. C. JAHL

As you all know, the newspapers fight us tooth and nail, trying to convince the advertiser that the newspaper is the best medium in the world to advertise in. The other day, the two afternoon newspapers in my town consolidated, and announced the fact in the next edition of the paper. I reckon they thought that this announcement would not impress the general public enough, so they mailed out here in the city and the surrounding territory SPECIAL DELIVERY PERSONAL APPEAL LETTERS announcing the above fact. Get the idea—it took DIRECT ADVERTISING TO GET IT OVER.

Building trades take in the general contractor, sub-contractor, the excavator, the retail lumber yard, the brick man, the cement man, the glass man, the hardware dealer, the decorator and others too numerous to mention, all of them a mighty fertile field for the man in our line.

I have in mind a building material firm that has been in business for over a half century, and about ten years ago they began losing out, did not believe in advertising, old men connected with it that had been there since its inception. Old fogy ideas. No pep. About ten years ago they sold out to two live hustlers whom I knew personally and when the question of advertising came up I had the pleasure of being called in. At that time I induced them to use both a monthly art blotter and monthly mailing card. This service was not alone mailed to architects and contractors, but also to peonle who were likely to build. In this way the builder and owner specified their commodity. They are frank enough to admit that their present success is due entirely to direct advertising.

Quite a few years ago a cement concern began operations in middle Tennessee and advertised their product through the trade journals—result nil, no orders resulting except those through their sales staff. At this time I happened in on them, convinced them of the use of direct advertising service and sold them their initial order for monthly service, which called attention to the merits of their product. It is a good one, for in the past five years they have doubled the capacity of their plant and they claim direct advertising had a great deal to do with their success.

While speaking of trade journals, let me cite another instance. About ten years ago I was rather anxious to get a service contract from a hardwood lumber concern and was politely informed that they did all their advertising through trade journals. I asked this party, "If I can prove to you that trade journals are not read as a rule, will you give me your contract?" The answer was in the affirmative. We have a building in this city housing over fifty lumber offices. My prospect and I visited them all and found that out of the above number, in forty-six offices the trade papers had never even been taken from their wrappers. Did I get the order? You can guess the answer. They have been using our monthly service ever since and we have their 1927 order on the books now.

In 1916 I was in a small town in northern Mississippi and had called on everybody that was likely to buy and still had three hours to wait

for a train. Opposite the depot was a large cotton mill, and with nothing to do, thought that I would make a stab at them, without much hope, however, as I had never heard of a cotton mill using service. To my surprise, I got the attention of the president of the mill and had him very much interested, though I did not get an order that trip. I did, however, get his promise to study the matter and see me on his next trip to Memphis. He did, and it resulted in a direct advertising contract for 60,000 per year, 5000 per month. I have in my possession a letter from this mill that one month's issue resulted in over nine hundred inquiries from concerns not on their books and in over six hundred new accounts.

On another month's issue in which they called attention to a special article, they sold the output of their factory for three months in advance. In 1917 this mill expended over $16,000 on direct advertising.

I am dealing with a contractor here and we are getting data on all the unimproved property in the residential section, obtaining names of the owners, and when we get this, he is going to use direct advertising, impressing the owner that he is getting no returns on his property except tax bills, and will get no returns unless he improves the property by building. The contractor cannot reach these owners except by direct advertising, for trying to reach them by newspaper advertising or any other media would be like throwing the money into a sewer.

Your customer will reap more benefits from the use of monthly service than by anything you can sell him. It is a constant reminder to his customer and his prospect that he is in business and stands ready to serve him.

To those of you on the sales staff who think you cannot sell service, I say you are absolutely wrong. When summer comes around and your calendar business is dull, suppose you take some of your blotter and service samples and try it out. It will mean money in your pocket. And when you once sell a man you will sell him again, year after year, for after the first order it sells itself.

How I Sell DAD

By G. FRED GLOTFELTY

One of the best ways to sell DAD, in my experience, has been to give the prospect the impression in the first approach that you are after information to broaden yourself in your knowledge of various lines of business that you serve, so you can serve better. I usually tell him I am an advertising man, but with nothing specific to sell. In other words, I let him know that I can help a firm in any branch of advertising that they might need. I never know what I will suggest until I talk to them about THEIR problems. (This breaks the barrier a bit, for there is seemingly nothing to sell at that moment.)

Anyhow, it's all to get him to talk a little, and if he opens up at all, I get my chance to tell him that a firm back in Virginia or New York or Pennsylvania had the same difficulty in advertising and solved it by using a house organ folder which my firm worked out for them.

Breaking in on the conversation at this point, I begin asking questions about the kind of people he is dealing with so he can't come back later and say, "My trade is different." All of this leads to showing a sample.

That's about all.

"Boosting the Community Where I Work"

By F. H. PARKS

It pays to boost your territory. You will remember that when I took this territory it was not producing much for the Gerlach-Barklow Company. And it is not now producing what it should. I am not at all proud of nor satisfied with the business written this year.

I have had plenty of competition—one man having been in the territory for seven years. Such business as I have written—or much of it—has been the direct result of deliberately boosting Egypt—as southern Illinois is called. Egypt has always been considered the poorest section of the state, but I have tried to look for the good things and for something to boost. And the funny thing is that I, myself, have come to believe the things I have talked and written. Right now I am ready to go to the mat with any salesman on the force with the proposition that my territory is the best in the world—best roads—best folks—most courteous and kindly and best opportunities. My little "Owabissipi News" has helped and will continue to help more and more. The name is catching on and some of my friends have begun to anticipate its coming. You may say it is bunk—and I agree with you—but we all like a little jam spread on a bread and butter sandwich.

Community comment has attracted some attention and has helped. I built it with the idea in mind of helping the country merchant to solve his greatest problem—the greatest problem in every country town—that of **selling the town to itself** — of selling the people the idea that home buying is home building. It is the one big problem today in small towns. In the old days folks had to trade at home. But all that passes with the passing of the mud road and lumber wagon and the coming of the modern mail order house. The greatest difficulty in selling community comment is the cost. As it stands now, the cost is high and it must be sold en masse to a club or a Chamber of Commerce to reduce the cost. And it is hard to find an organization with community spirit enough to take it on. But if all the fellows were selling it, and it could be printed in quantity large enough to reduce the price, it could be sold to one or two or more live merchants in every town. I should like to see it taken up at Convention.

So much for boosting my territory. Right now I would rather write on the subject of "Boosting the House With Which I Have the Honor to Be Connected."

It's just about a year now since I had the gumption to apply to you for a job and you had the courage to take me on. Will you let me say that it has been the happiest year's work I have ever done. I have been connected with other concerns—some national in scope and character. But nowhere in the business world have I found the spirit of Gerlach-Barklow. I am glad to be connected with the best and squarest and altogether the finest organization in the United States and I promise you between $40,000 and $50,000 next year.

Selling DAD to the Druggist

By J. W. JAMES

First, I tell the druggist that Gerlach-Barklow makes a specialty of looking after his needs in advertising; that we have made a study of his troubles, etc.

Then I usually hit him something like this: The druggist is having the hardest time of any man in business today. The business has passed from a profession to merchandising and his profits have been cut in half. The cut-rate is using standard articles to cut on as bait, and this, with his large buying power, makes tough competition.

About the only thing the poor down-trodden druggist can do is to develop his own little district and make his name and phone number a byword with everyone in his territory. He must create good-will and tell his customers of the service he gives, using every means that he knows of to make his store popular.

By this time the prospect usually asks me how to do this. Then I suggest S-1. For several years I used our all-over series (Class Q), which is one of the best good-will builders there is.

You have got to have your heart in the business and sell the druggist with the intention of helping him. Read the Drug Journal once in a while. Learn to talk intelligently with him.

After you sell him, call at least once a month. It keeps him sold and shows that you think you are helping him or you would not go back. If you hear anything that will help him or be of interest to him, call him on the phone or drop him a line.

Never sell two druggists the same service in the same district, or you will lose both of them. Tell the customer that you protect him with our service. Keep in mind that G-B is the only firm able to give him a real service that is the best service.

If you work too much on the "Big I" idea, the customer may find out that you do not know it all. But when you say, "The firm knows this," that settles it; there is no room for argument.

I sell more direct advertising to business other than druggists and I sell it all on the idea that G-B knows what is best. From my experience, you have to know something about what you are selling and something about whom you are selling if you want to put it over.

Selling DAD to the Abstractor and the Accountant

By L. D. FRENZEL

Gerlach-Barklow direct advertising mediums are made to order for the abstractor. That is why I have made a specialty of selling to this line of business.

Before calling on the prospect, I always lay my plan, and then work that plan. I have our copy department make up three dummies—at least one of them dealing with title insurance. This is a new line of business for the abstractor, which insures the title of the abstract and is approved by the American Abstractors Association. One of my best customers has used it to the best advantage by sending out 250 blotters a month in 1924, and have met with such success that the order rapidly increased to 1000.

I also sold them on Paragon Leather for lawyers, whereby distributing about fifty good pieces around January first, each recipient would be influenced to place his business with this abstractor.

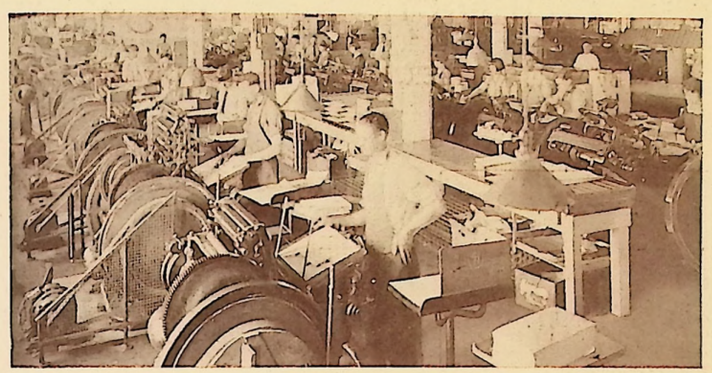
Last September at the American Abstractors' convention at Atlantic City, I had this customer make up a display of all the mediums which I had sold him in the last four years — greetings, calendars, blotters, leather and house organ folders. These were displayed at the convention and were approved by the advertising committee of the American Abstractors Association.

That, I think, should prove a good selling talk for the rest of the salesmen, and assist them in getting more business.

I have also been specializing on accountants. These people must be very careful about their advertising, as they are not allowed to solicit business. I knew that the house organ folder, for that reason, would be very suitable for them, and have had good success following that idea. Its neutrality just meets their needs, for it broadcasts their name without asking for business.

This is a good field, and good volume can be gotten by selling the accountant, but the salesman must exercise care in his selling talk and handle his prospect with silk gloves. They can be gotten on the dotted line. It all depends upon the way you approach them.

I am going even stronger after abstractors and accountants in 1927, and I hope that the whole sales organization will do likewise, for that is where lots of good sales can be closed.



Printing Department

Here, in one of the most modern and best equipped printing plants in America, your customer's advertising copy is printed on calendars, mailing cards, blotters, folders and booklets.

The mechanical equipment of this department consists of Gordon job presses, Harris and Falcon high-speed presses, cylinder presses, Mergenthaler linotype machines, Monotype casting machines, Ludlow type-casting machines, bronzing presses and every other modern device known to the printing trade.

With this perfect equipment, your customers have the assurance that every job turned out is printed from brand new type that has never been used before, thus giving to the advertising copy an appearance almost equal to engraving.

Every job is passed on by competent proof-readers and again rechecked before going on the press, thus insuring both accuracy and good appearance.

In this department alone sixty-two compositors, make-up men, proof-readers and pressmen are employed under the supervision of a competent superintendent.

Holiday Greetings

By W. F. SWITZER, Manager Greeting Division

The distribution of high class greeting cards and greeting calendars is so general that it is almost impossible to define or limit their field of selling possibilities.

Broadly speaking, we can say that every corporation, company and individual in business, as well as professional men in all walks of life, are prospects. Then there is the personal element to remember. Practically everyone buys greetings for personal distribution.

And why shouldn't business houses treat their customers as friends? The foundation of business today is good-will. Monopolies are more or less a thing of the past. Competition is keen and the wide-awake banker, manufacturer or merchant must compete on a basis of quality, service and good-will building.

There is sentiment in business. Despite the croakings of some hard-boiled pessimists, friendly greetings will invariably get under the skin of many so-called cold-blooded business men. Some buyers may claim that greetings are too common and that they receive dozens of them every year, but if their business friends and associates think enough of greetings to use them, isn't that one of the best arguments that could be advanced for them?

Greetings are not a fad. The very best business establishments in financial, manufacturing, wholesale and retail business, down to the small merchant, use them. Professional men also recognize their value for good-will building because it is ethical for them to use greetings, whereas they usually consider it unethical to advertise.

The holiday season is today recognized universally as the time to exchange greetings with customers and friends. It is the one period of the whole year when friendliness and good-will dominate.

Banks are unquestionably the largest users of greetings, and there is a reason for it. Banks have nothing to sell except their service. A

successful banking institution is the one that has the confidence and good-will of the people in its community—and realizes that the right kind of greeting is bound to create considerable good-will.

Manufacturers in all lines are big users of greetings. Many manufacturers are not in personal touch with their customers. The routine of the year is the solicitation of business, month after month, either through the mails or through salesmen, and a well-worded Christmas "Thank You" comes as a fitting close to the year's business.

A great many institutions do not stop to confine the distribution of greetings to customers alone. They buy a greeting suitably worded for prospective customers—a plan that cannot fail to bring results, because it often provides just that touch of personal interest sufficient to influence a prospect to become a buyer.

The field for business greetings, calendars, and personal greetings is unlimited. Everyone is a prospect. There is no medium we know of that will take the place of a well-designed greeting card or greeting calendar from the Line de Luxe carrying a sentiment that will put over a hearty appreciation for business favors and courtesies, and do it in a dignified way.

So you see it pays to introduce the holiday greeting line even though the first order may be a small one. The sale of a greeting order is an opening wedge for more business later. It means much to open an account, and as this can frequently be done with the business greeting card or greeting calendar line, the first thing to do is to prevail on the customer to buy as many greeting cards as he feels he can distribute; then strive to increase the account from year to year.

The greeting cards and calendars shown in the Line de Luxe carry no earmarks of advertising. They are made up of a combination of beautiful color and mountings with suitable Christmas and New Year messages, and the customer's name.

Greeting calendars, cards and folded note sheets are all good. There is really no medium from a standpoint of expenditure or putting over a personal message than the hearty "Thank You" of a holiday greeting. Greeting calendars are better for the very reason that they will be hung up and be preserved for at least twelve months.

Sales on the greeting line are growing tremendously, and because of this we have given you a much broader and varied assortment in our offering for 1927.

After all is said and done, friendship, in a measure, is the basis for every personal or business transaction. To be successful in business, a business house must have friends, and as long as there are friends, friendly holiday greetings will be used.

The Creation of a Gerlach-Barklow Greeting

Just a simple holiday greeting—a handclasp, a word of cheer—an expression of good wishes and good-will.

And yet how vitally important it is that the little emissary which carries our expression of good wishes to our friends and customers shall be a fitting representative of our real selves, that it shall create just the right impression.

First of all, of course, comes the sentiment. This must be carefully thought out, carefully edited. There must be just the proper degree of friendliness, but without familiarity, there must be the all-embracing quality of the good wishes and the genuineness of the expression of good-will.

In the Gerlach-Barklow organization these matters are handled by such capable people as Wilbur D. Nesbit, author of "Your Flag and My Flag," "All the World Is Waiting for the Sunrise" and a score of other poems and songs of world renown.

Margherita O. Osborne, a woman whose reputation in the world of letters is nation-wide, edits each sentiment before it may become a part of a Gerlach-Barklow greeting card.

ARTISTS DESIGNING GREETING CARDS

In delightful sunny studios, away from the madding crowd, skilled artists design the motif which shall illustrate and lend added beauty to the Gerlach-Barklow greeting card or folder.

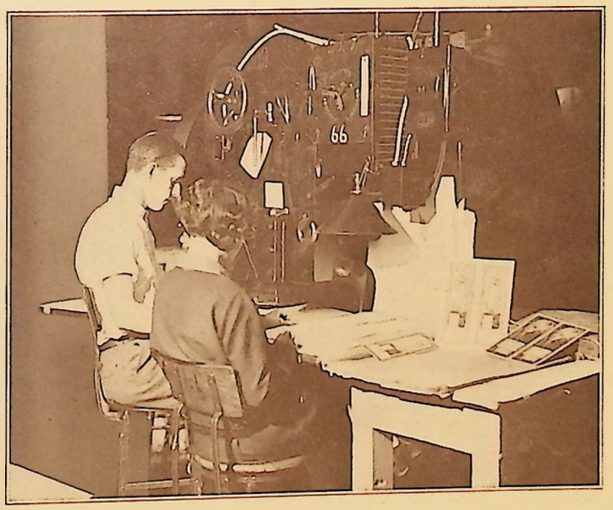
Here artists who made a name for themselves in studios in France, in Bohemia, in Hollywood, create designs of originality and exquisite beauty in order that your customers may have the best the world affords.

These exquisite designs are next transferred to dies and plates of finest steel by skilled artisans who have made this profession their life work.

ENGRAVING GREETING CARD DESIGNS ON STEEL

Gerlach-Barklow engravers are not just mechanics, they are real artists, artists who possess the ability and the vision to transfer with absolute fidelity the inspirational motif which the artist has created to cold, unyielding steel.

And next the great steel die presses, presses weighing thirteen thousand pounds and exerting a pressure equal to more than their tremendous weight, transfer the graven impression together with the individual name of the buyer



STEEL DIE PRESS STAMPING GREETING CARDS

onto card and paper stock, the finest product of the paper-maker's art in France and America.

Next comes the inspection, where each card is carefully scrutinized by deft and skillful inspectors for the minutest flaw or defect, the inserting of the cards into envelopes that match exactly the quality, beauty and design of the finished card, and finally the packing of the cards in boxes of twenty-five, fifty or one hundred according to requirements.

INSPECTING, INSERTING AND BOXING GREETINGS

It is because of the distinctiveness, the individuality, the painstaking care in each detail that the Gerlach-Barklow greeting card is recognized today as the standard of the world.

We are mighty glad that the great majority of the men in the field are "sold" on the greeting card line, with the result that they write a big early business followed by a steady business throughout the year.

It is not unusual for many salesmen to qualify for the Sunshine Club during the first few opening weeks of the season, and of course it is obvious that those who write this volume of early greeting business, besides those who have greeting sales upwards from $5,000 during the season, must of necessity show the line every day.

If every man could appreciate how easy it is to sell greetings and the number of orders that can be written daily and weekly, their total volume and earnings would be materially increased.

The Most Important Business Asset

Gerlach-Barklow holiday greetings for business use and Paragon Leather utilities offer the best good-will insurance it is possible to buy. They are the friendly "handclasp" of the publicity field.

Cold cash cannot buy GOOD-WILL, the most important of all business assets.

The advertising good-will of a business is a bankable asset. Today you will find advertising good-will carefully appraised and noted on the credit files of nearly every large financial institution in this country. There is hardly a bank in New York or Chicago today, for instance, that does not carefully consider the advertising good-will of a customer when determining his line of credit.

"Give me the good-will of my customers," said John Wanamaker at one time, "and you can have my store. I can build a new store in a few months, but it would take me the rest of my life to rebuild the good-will I have worked so hard to establish."

Yet, while all business men are careful to insure their lives and their property against disaster, a great many are still failing to protect the most priceless asset they possess—the good-will of their customers.

There is such a thing as Good-Will Insurance. It is easily possible to insure good-will by means of good-will advertising.

The holiday greeting card, the Paragon Leather billfold, desk set, memorandum pad, card case and other articles of this kind secure and maintain the good-will of customers or prospective customers effectively, and is the only certain way in which it can be purchased.

No man or woman is too big to accept such a gift and be influenced by it, provided it embraces beauty and utility.

Gerlach-Barklow holiday greetings and Paragon Leather utilities possess these qualities. They are good-will builders that will be appreciated; that will be kindly received, kept and treasured, and they are so reasonably priced that they offer the most economical good-will insurance it is possible to buy.

Steel Die and Engraving

The fact that our staff of expert engravers is the largest employed by any printing or engraving house in America, will give you some idea of the magnitude of our greeting card and engraved calendar business.

Many calendar and greeting houses have installed so-called "hot-plate" embossing processes which attempt to imitate hand engraving. This process we have never entertained and never will, as it is only a very poor imitation of the real thing, and would not pass muster with the high class clientele of the Gerlach-Barklow Company.

While the greater part of the engraving is done by hand, we also have a number of combination hand and mechanical machines which supplement the output of this department.

Steel dies, after coming from the engraving department, pass along to the embossing presses, each of which is operated by a skilled press-man who takes personal pride in the output of his particular press.

Embossing is necessarily a slow process because of the painstaking care that must be exercised, and when one considers the tremendous volume of business handled by this department, it is easily understood why we must necessarily get the bulk of the greeting card business in early.

After the embossing is done, the cards are taken to the inspection department where each one is carefully inspected and from there to the finishing department where they are carefully counted and packed.

While mechanical processes are employed wherever possible, in this branch of the business, after all, the personal touch is the most important element.

The Realization of an Ideal

By PAUL WELCKER

For forty years I have had an ideal of an absolutely perfect line of leather utilities, a line in which quality was of paramount importance, and so, when a few years ago I found that the Gerlach-Barklow Company contemplated entering the field with a line, I immediately opened negotiations with them, for I realized that this house had a world-wide reputation for quality in all things.

Here I was given command of the good ship PARAGON, and I want to say to you that never in the smallest detail have I been called upon to sacrifice quality for price or for economical production, and my forty year dream of an ideal has been fully realized in the beautiful line which we will present to you for the year that is ahead of us.

To tell you in detail all the steps of the manufacture of Paragon would fill this entire book, but a brief trip through the department will be both interesting and instructive.

You have all heard that old question, "How many hides has a cow?" and many of you have no doubt wondered what it means. A cow has but one hide, yet man, with his skill in such matters, has learned to split the hide into several thicknesses and so, unless the buyer knows his business, he may or may not get the true hide, and NOTHING BUT THE BEST IS GOOD ENOUGH FOR PARAGON.

I am fortunate enough to possess first-hand knowledge of every detail of the manufacture of quality leather goods, from the animal to the superbly finished Paragon product, and I, personally inspect every hide in the most minute detail, reject about seven out of every ten presented for approval, place my own private and individual stamp on those which I accept, and these are again inspected upon arrival at the factory to make certain that this stamp appears on each piece.

A COWHIDE AND CALFSKIN

In our first illustration we see a complete cowhide and a calfskin showing, the size of the former in comparison with a six-foot man.

But though this is a commercially perfect hide, not all of it by any means can enter into the manufacture of Paragon.

In the second illustration we see a skilled operative, a man who also has a thorough knowledge of leather, carefully selecting and cutting out only those portions of the hide that are good enough to be made into Paragon leather utilities for your customers.

This man avoids all flaws, all thin spots, all defects of whatever nature, and in so doing rejects about 40 per cent of the hide on the first cutting.

CUTTING "PARAGON" FROM THE HIDE

The next step is the coloring of the leather. In the ordinary manufacturing process the leather is simply dipped, placed on drying racks and thus has merely a surface coloring which will in time fade or wash off.

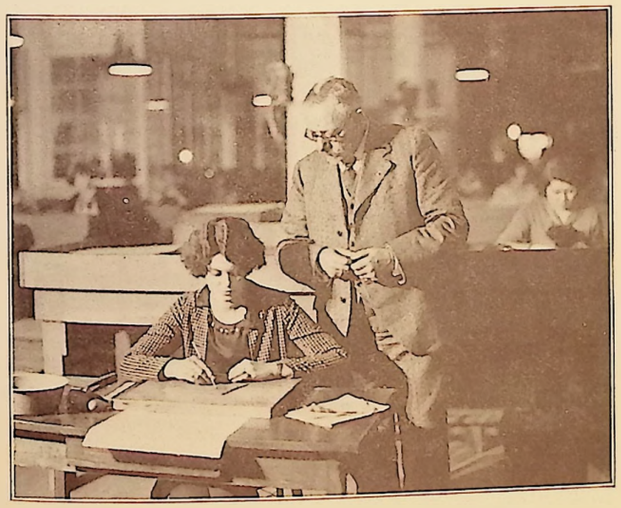
The Paragon process illustrated herewith, consists in staining each piece individually and hand-

STAINING OR COLORING THE LEATHER FOR "PARAGON"

rubbing the color into the pores of the leather. This is necessarily a costly process, but the friction engendered by the hand-rubbing carries the color right down into the grain and makes it an integral part of the leather.

And now comes the hand-tooling of the original motif, a process requiring real artistry and performed under my personal supervision.

Next the colored and tooled leather is assembled and made into the finished card case, billfold, pocket file, or whatever this particular piece may have been designed for.



HAND TOOLING THE ORIGINAL MOTIF ON "PARAGON"

All edges are carefully turned under, cemented in place with a special cement that will never let go, then seams are sewn neatly and carefully by operatives who work, not under sweat-shop conditions, but as men and women who take pride in the product of their brains and hands.

And now the finishing touch; each completed article is carefully inspected and here we see the die-presses stamping in purest gold-leaf, the individual names of the people who

ASSEMBLING "PARAGON"

GOLD STAMPING "PARAGON"

will eventually be the recipient of each piece.

This is a process requiring infinite care and precision; there must be no errors, no wrong initials, no misspelled names, and the letters must be stamped clearly and legibly and so well that they will remain bright during the many years of the life of a piece of Paragon.

Paragon is the gift supreme, the gift that says to the recipient, "I represent the best that the world affords, I come to you as a good-will offering from a man who wants and deserves your friendship and your patronage. Accept me, make daily use of me, and as long as you carry me, think kindly of the giver.

People judge us by our gifts. If the gift denotes good taste and discrimination, they instinctively infer that our service and our merchandise are on a par.

Can YOUR customers afford to send their clients anything short of the best for such an important mission?

My Greatest Aid in Selling Paragon

By T. T. ELLIOTT

I have selected the above subject as my choice, for it seems that it is the easiest and foremost item in the line for me to sell. Naturally the question arises, WHY?

There are no secrets, to be sure. It sells itself. In other words, every opportunity that I get to show a piece of leather to a prospect, I do it. I try to get the individual to take the article in his hand. In this way it helps to create a deeper interest; the curiosity is aroused to want to see the entire line.

This first step being accomplished, the way is opened to get out your sample case.

One of the first questions I ask after an introductory remark is, "What do you do as a little thank-you to your customers at the end of the year?" or "What do you do with your choice customers?" And before they have to answer I answer it for them. "Why not give them a wonderful piece of leather as an expression of your good-will?" If the person questioned is luke-warm, I immediately pick one of the choicest and most expensive pieces from my leather case, passing it on to the prospect in such a manner as to make him catch my spirit. Also, I tell him that he has one of the greatest opportunities as a business man to show his appreciation for the business he has received during the past year, by sending these customers or firms a piece of Paragon Leather.

He will tell you pretty quick whether or not he can afford the piece you have shown him. Then you are ready to pick the piece he feels that he can afford. You have broken the ice.

One point I want to make right here is this. I commence talking Paragon Leather Utilities from the time I introduce myself to the prospect until I have my case open and the articles spread out in a very attractive manner. (I feel that this is just as essential as the sales talk.) Of course, sometimes circumstances alter cases. Then again, I try to make the prospective buyer feel that I am full and bubbling over with enthusiasm for he is bound to catch the spirit to want to buy sooner or later.

Of course, sometimes I find that when I call, the party is not interested at all. Sometimes after a little conversation bearing on the subject, I find that he is willing to take a look. I have made a lot of sales in this fashion. But if he is absolutely cold I pass him up for the time being. for there are a lot of buyers who are anxious to do something for the trade. But I keep a check on all of the people that I call on year after year. This is very valuable. You have got to use your head—as I said before—Think—Plan—Work.

But there is one thing above all others that I think is the best "dope" to help sell Paragon Leather. You can see the very hand of the Master Builder in every piece that you display, a line that stands second to none. I never fail to tell a prospective customer a little of the history surrounding the construction of the Leather Line in general. I think it helps to create a deeper interest. I know that I appreciate that fact when I go to buy something real nice that I want to give away. As one man said not very long ago "You make me like it whether I want and can afford to buy or not." And still another "You certainly tempt me when you show this wonderful line."

I always carry from one to three pieces of leather in my pocket during the day, for no matter where I may be, if the opportunity presents itself, I like and love to show the leather pieces even over the noon-day meal. This idea has brought across some very nice business, to say the least.

Last, but not least. I bear home the point, the valuable good-will, warm feeling and friendship attained, in the giving of leather to a recipient as a business proposition.

So if anything I have said will be of benefit to any of the fellows, I am only too glad to pass the good word along.

"YOURS FOR SELLING PARAGON LEATHER ALWAYS"

My Greatest Aids In Selling

By T. C. BREENE

There are so many aids for the salesman in selling Gerlach-Barklow Mediums that I will have to list them:

1. Jim Talcott's advice to carry the Greeting Book under your arm at all times, and also carry your order book in it. Then study each greeting until you can read the sentiment upside down, as it will be when you are across the desk from your prospect. Your ability to read it intelligently often causes the buyer to stop turning the pages and give his attention to the article you have to sell instead of closing the book and saying, "I don't see anything that interests me."

2. In selling Paragon Leather, I study Paul's talk made at last convention as to the way he selects hides, how they are tanned, the care given each piece before it leaves the factory, knowing the different grades of leather, and why it is better than other pieces that look as well. I always carry one piece loose in my pocket.

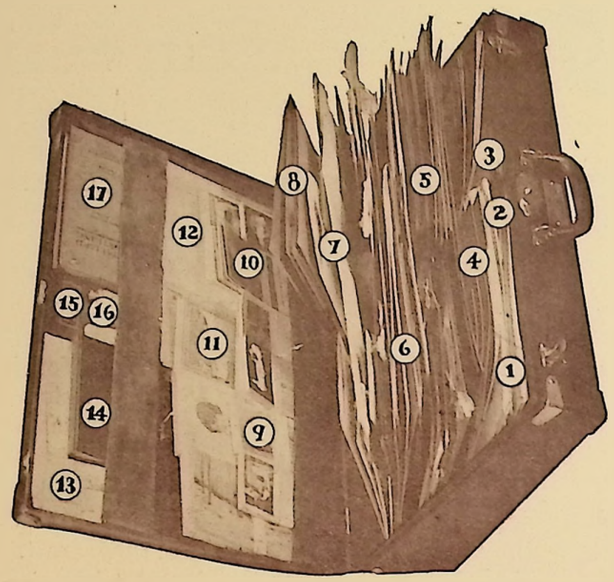
3. Our fine artists and the Line Committee always seem to know just what will quicken the pulses of the buyers. That in itself, coupled with the perseverance of the man in the field overcomes the biggest competition we have and enables us to pile one success upon another.

4. The greatest help in selling Memorial Cards and Booklets to undertakers is knowing their problems, and, as Nick Osburn says, "Keep them sold ahead and keep competition from getting the order."

All of those, I believe, will make 1927 the biggest year in Gerlach-Barklow history, for we have one of the finest organizations in the business. Our representatives are in a class by themselves and have the interests of the house at heart at all times before self.

I believe that working along the lines of least resistance never brings us anything, for if a thing is worth while it is worth working for. We will get anything we want if we want it hard enough, if we go after it with real determination to get it.

We live to overcome, and that may well be applied to selling the Gerlach-Barklow line. Things apparently impossible can be made to come our way if we will say, **"I won't be beaten."** The greater our obstacles, the more satisfaction we get out of overcoming them.



The Sample Case

Your sample case is your stock in trade. Treat it as a merchant would his stock shelves. Arrange your samples so they are the handiest for you, and familiarize yourself with every sample, so that you will know just what substitutions as to pictures can be made with each sample.

No one can work efficiently from a case where water colors are mixed with rolls, loose print envelopes are scattered throughout the case, some samples facing the front of the case, others towards the back, etc.

Pack your case along the following suggestions and you will be able to locate any sample without confusion:

Plain business calendars at the back, the widest size which is P233 at the extreme back, then graduate the sizes by width so that the narrowest are at the front.

Divide your plain business samples and all others by using the largest water color (WC101), then following with all water colors that must be put in horizontally on account of their length. Every sample should be placed the narrowest side up, as the congestion in a calendar case is at the bottom.

Next to your water colors should be de luxe calendars, with your sample D52 dividing the deluxe from water colors. Then graduate according to size so that the smallest deluxe are at the front.

After your art mounts, comes jumbo rolls, then the smaller rolls at the front. We have formerly recommended jumbo calendars at the extreme back of the case, but many men have found it more convenient to carry their jumbos towards the front, making them more accessible, and greater jumbo sales have resulted. With your loose print envelopes in front of your roll calendars, they will always be convenient to reach.

DAD samples, including the accordion folders of loose prints, monthly calendar samples, house organ folders and blotters, should be neatly and systematically arranged in the pockets on the flap side of the case.

By working the plan outlined above, a salesman will find his equipment well arranged.

The Price Book

"Simplicity itself" is what our Price Book has been made by adopting new ideas and eliminating unnecessary features, and practically every question that could possibly come up is briefly but carefully explained.

The marginal index designates the different styles of calendars. Section R, as shown in Key to Marginal Index, gives complete specifications and code price on all Roll Calendars. By turning to the code tables at the front of the book, prices are given on different quantities. Prices for less than 100 rolls, however, are quoted with the specifications under the series number and code. Code prices prevail for all calendars except rolls in quantities under 100, and the minimum quantity listed is in every case the minimum sized order permitted.

Likewise, D stands for Deluxe Calendars, WC for Water Colors, etc., but in any event, should you be unable to locate any item, by referring to page 5 "Key to Marginal Index" the price of any part of our line can be found. Take Fans, for instance. A glance down page 5 shows that fans are priced under prefix S.

Page R1 tells how roll calendars are furnished—title leaves, tinning, etc. By reading page WC1, you will know just how water colors come, and the same applies to the other styles of calendars.

The few pages under prefix IC and GI will answer very nearly every question that may arise, and every Gerlach-Barklow salesman should be familiar with the contents of the price book. Much correspondence could be eliminated by a careful study of the Instruction pages of the Price Book.

THE DIRECT ADVERTISING SECTION

At first glance, this section of your price book may appear complicated to the new man.

The easiest way to learn to use your DAD section is to select at random some sample from your case, carefully note the series, class, kind of copy, etc., read the notation in red on the reverse side and then write out a dummy order for 100 a month of this medium.

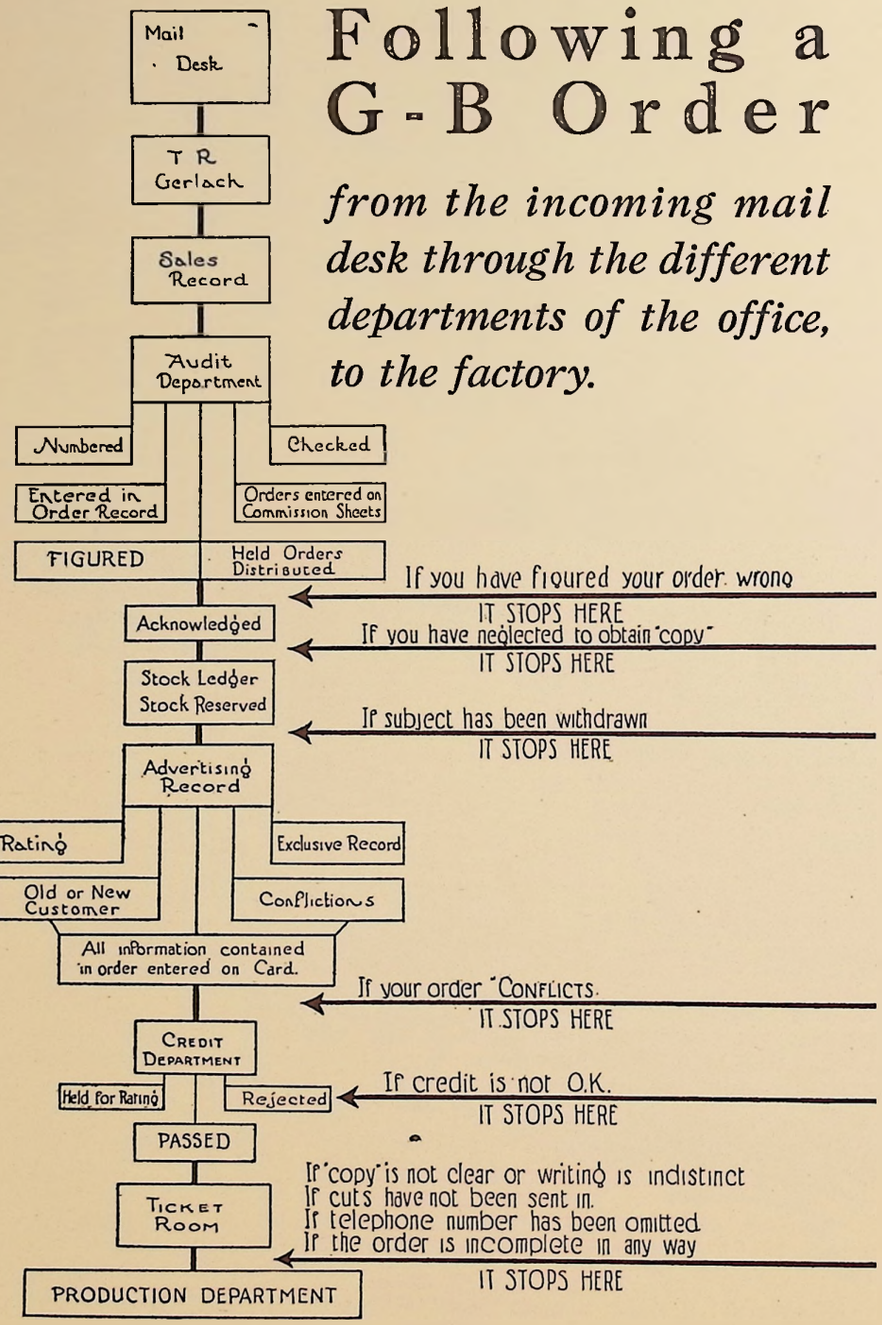
While writing the order refer to the price book, then compare your completed order with the specimen shown in the price book.

Two or three trials of this method will enable you to approach a prospect with confidence that you can fill out his order correctly.

Should you find any difficulty whatever, write the DAD Department for information.

Following a G-B Order

from the incoming mail desk through the different departments of the office, to the factory.



"Yourself, Incorporated"

Certain definite laws of economics are employed by every successful business concern in order that quality may be increased and operating cost decreased.

With present-day competition, haphazard or makeshift methods of production can result only in disaster.

On December 27th you will start out with the 1928 line, a line in which we have invested thousands and thousands of dollars.

This investment and our fixed expenses, such as taxes, light, heat and power, supervision and overhead, are the same whether our sales amount to one million or five million.

You can readily see, therefore, that the only manner in which we can make a profit on this investment is by a big volume of sales. For example, if we sell $10,000 a day and our fixed charges are $1,000 a day, our expense is 10%, whereas if, with the same charges we can sell $50,000, it is only 2%.

Your personal profits are figured in exactly the same manner. You make an investment of your time, your clothing and shoes, car-fare or car, gas and oil, hotel expenses and other essentials. If this investment amounts to $20 a day and you sell only $50 a day, you lose money.

If, however, by starting half an hour earlier in the morning and working half an hour later at night you increase your sales to $100 a day, then you make money.

Perfectly logical, isn't it? You see, the trouble with so many concerns and individuals, both manufacturers and salesmen, is that they figure all the money spent and then if they earn a little more than that amount, they think they're making money, whereas, as a matter of fact, they are actually losing money.

You must set a definite value on your time and make it pay you that value. Place your figure at whatever seems in your estimation to be fair. Make it five dollars a day or twenty-five dollars a day, but write it down and make each day pay you that amount, plus your expenses.

In this way, and only in this way, can you make money for the firm of "Yourself, Incorporated."